

# American Builder

★ A SIMMONS BOARDMAN TIME-SAVER PUBLICATION • 75c

OPPORTUNITY FOR OCTOBER 1952

How "time modules"  
produce a low-cost  
house

How to get set for  
**WINTER BUILDING**



**They're cutting construction costs 20%**

LARGEST BUILDER OF HOMES IN THE UNITED STATES . . .

# \*Mackle recommends NuTone to "spark" new home sales!

## Read What This Builder Says:

- \* To meet the rigid needs of today's home market . . . we find that a house must be made "home" with the extra built-in features that count.

For this reason we chose NUTONE Built-In Food Centers as part of our new kitchens. We of the Mackle Company heartily recommend the use of NuTone products for this "extra home-pleasing need" to spark sales.

*R.F. Mackle*



The Star Lake Model . . . One of 25,000 homes planned by the Mackle Company.



Elliott, Robert and Frank Mackle

TOP U.S. BUILDERS  
and ARCHITECTS CHOOSE . . .

## NuTone Built-In Food Center

ONE Motor operates FIVE Appliances.



GRINDER MIXER BLENDER SHARPENER JUICER

Write for FREE CATALOGS  
NUTONE, Inc., Dept. AB-10,  
Cincinnati 27, Ohio.

U.S. and Foreign  
Patents Pending

ONE Motor  
built in  
the count



OAK FLOORING by



**EASILY the best because it's EASIEST to lay...**

PROPERLY SEASONED OAK

COMPARTMENT KILN-DRYING

Compartment, fan-type kiln drying is finest method known... assures permanent uniformity.

FITS TOGETHER EASILY

SNAP SIDE-MATCH DESIGN

Cloud's snap side-match design helps flooring lay up readily, with final match firm and solid.

PERFECT ALIGNMENT

PRECISION MILLING

Cloud is precision-milled, to provide an even surface which requires a minimum of sanding.

NO CORNER CHIPPING

SPLINTER CLIPPER

This step in manufacture eliminates annoying chip or spur... saves valuable laying time later!

NAILS DOWN FASTER

NAIL GROOVE FEATURE

Cloud's nail groove feature saves time... positions nail, provides seat for nail head.

NOW... END TO END

TAPERED TONGUE END-MATCH

Newest improvement in oak flooring design! No more end-jamming. Saves time and labor.

**CLOUD** offers you more labor savings, more profit and more lasting satisfaction. Feature for feature there is no finer oak flooring than **CLOUD OAK FLOORING**.

The most beautiful, wonderfully textured oak in America is produced in the famous Ozark Mountains... and constant improvement in design and manufacture make Cloud's Lockwood the oak flooring most builders want most!

**SEE YOUR LOCAL DEALER**

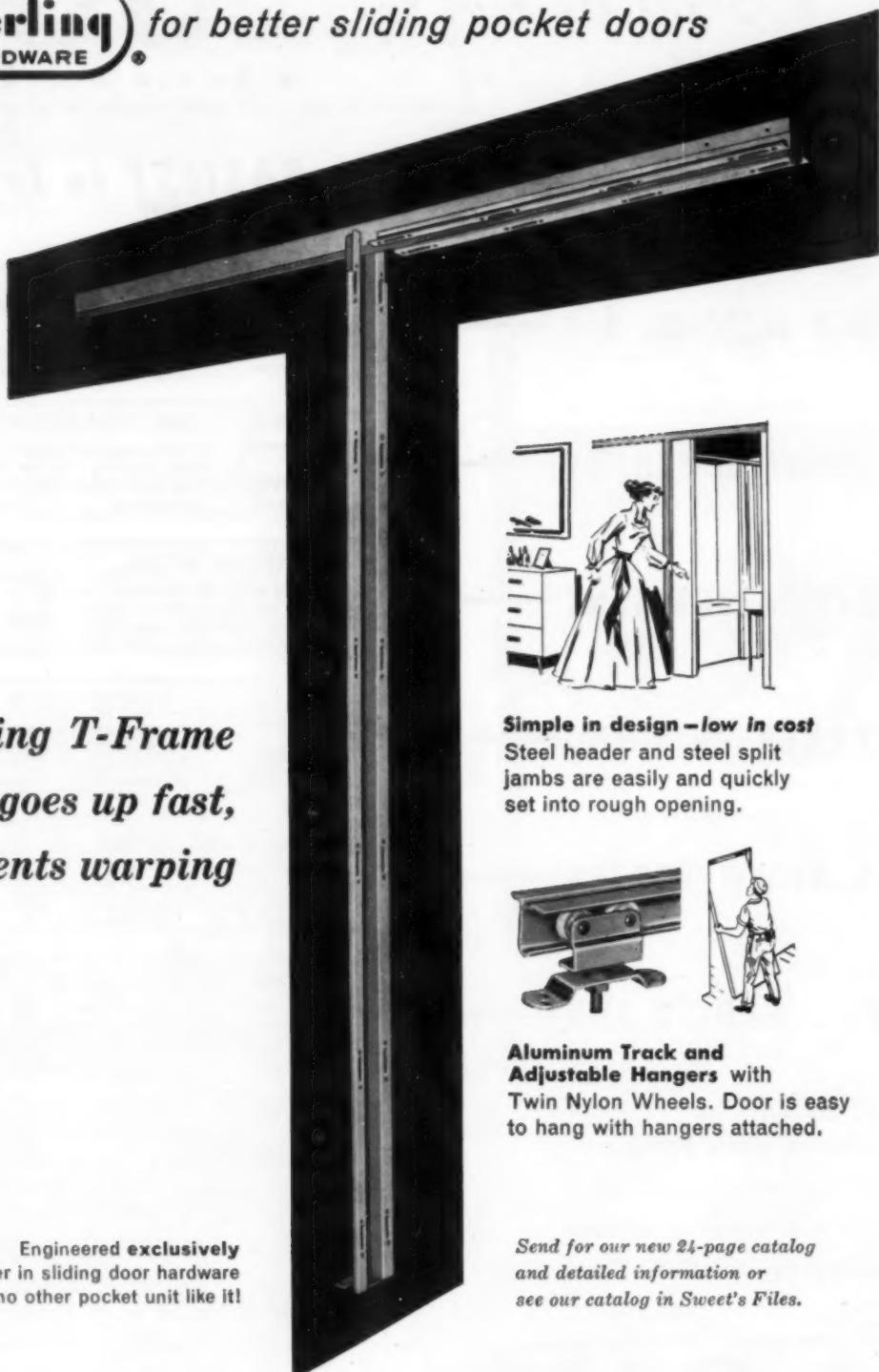
**CLOUD**

**OAK FLOORING CO.**

SPRINGFIELD, MISSOURI



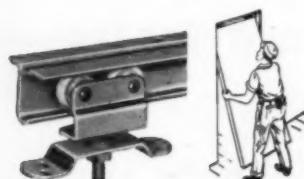
for better sliding pocket doors



***Sterling T-Frame  
goes up fast,  
prevents warping***

Engineered exclusively  
by the leader in sliding door hardware  
—no other pocket unit like it!

**Simple in design — low in cost**  
Steel header and steel split  
jambs are easily and quickly  
set into rough opening.



**Aluminum Track and  
Adjustable Hangers** with  
Twin Nylon Wheels. Door is easy  
to hang with hangers attached.

*Send for our new 24-page catalog  
and detailed information or  
see our catalog in Sweet's Files.*

**John Sterling Corporation** **RICHMOND, ILLINOIS**  
(McHENRY COUNTY)

FORMERLY STERLING HARDWARE MFG. CO. OF CHICAGO

# The Opportunity Page

(Keynote page of the AMERICAN BUILDER, which is opportunity cover to cover, advertising and editorial)

## Don't sell FHA short

There's been a lot of gloomy talk about the new FHA regulations—talk that just doesn't make sense in view of the facts and figures about the nation's need for new homes. (See Outlook page.) The truth is that FHA financing (particularly with the new down payment schedule) gives builders an entirely new market—families who have been paying high rent because they were unable to save enough down payment under the old schedule. One indication of how much opportunity there is for you in FHA financing comes with the report that July applications for FHA loans hit 18,387, the first time this year that proposed home building under FHA exceeded the year-ago level. And these applications were made before the lower down payments were announced. Although one month's figures don't make a trend, they do show revived interest in FHA. All indications are that this will continue.

## Multiple baths are a must

You'll want to make a note of this information about bathrooms when you're planning your 1958 houses. Half of the homeowners surveyed by the Plumbing Fixture Manufacturers Assn. said they needed two bathrooms or more; 40% said they would settle for one-and-a-half baths; only 10% were content with a single bathroom. In addition, three out of every five reported their bathrooms are too small.

## Nation-wide Medallion promotion

If your prospective buyers are interested in adequate wiring—and very few aren't these days—you'll want to get in on the Live Better Electrically Medallion Home program. By acquainting the consumer with a nationally-recognized hallmark of electrical living, this program will assist you in increasing sales and profits. All new homes which meet basic electrical appliance, housepower and lighting standards, as prescribed by local electric utilities, will be "certified, identified and pub-

licized" as Live Better Electrically Medallion Homes. Key element will be the Live Better Electrically Bronze Medallion, a registered certification mark available only through participating local utilities and displayed only by new houses meeting the utilities' standards.

## How to aid your buyers



More and more builders are finding it pays off in good will to provide their home buyers with manuals giving information on how to maintain the home in top condition and other pertinent data. Now, Simmons-Boardman Books is publishing "This Is Your Home," written by award-winning home builder, Allen K. Davidheiser of Pottstown, Pa. The 80-page book gives answers to dozens of the questions that most buyers have. The "builders edition" is looseleaf to permit you to insert a photo of your model house and instructions and maintenance sheets about the materials and appliances used. Your name can be imprinted on the cover and space on the dedication page allows you to fill in the buyer's name. Price is \$5.95 (30¢ extra charge for imprinting your name.) Write Simmons-Boardman Books, 30 Church Street, New York 7, N. Y.

## Apartments on the rise

Have you taken a second look to see whether you should include some apartment-house construction in your 1958 plans? The growing importance of such construction is noted by figures released by the F. W. Dodge Corp. For the first seven months of 1957, this type of building accounted for about \$985 million; the number of units provided for rose 40% over the first seven months of 1956. Reports from other agencies indicate that apartment building is really booming.

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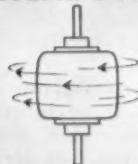
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# ANNOUNCING

the first major improvement  
in generator design in 25 years

## REVOLUTIONARY VERTICAL DESIGN



Spins  
like  
a top

Entire weight of generator armature supported by the tubular frame. Engine and main bearing turn the armature—do not support it. Generator spins best on vertical axis—lasts longer.



OLD DESIGN

Generator weight exerts loads on engine shaft and bearings. Causes more wear than in Thor's vertical mounting.



New Thor generator powering a Thor 7 1/4" SpeedSaw hastens construction of the new Congress Street Expressway in Chicago.

## ALL NEW THOR PORTABLE GENERATOR

Here's the brand new look in generator design—Thor's all-new 1500 watt portable engine-driven generator with vertical mounting.

This handy, compact power plant—available in AC and DC models—is the real answer to the builder or contractor who needs a rugged, portable power source. Check these features, then check your Thor distributor for a demonstration. • Revolutionary design—vertical shaft

engine • Light weight—95 lbs. Strong tubular framework protects unit, assures handling ease. • Heavy duty automatic rewind starter—easily removable for repair. Off-on toggle-

type switch. No shock danger. • Drip-proof construction—keeps fuel and moisture from entering generator. • No-creep—stays put while running, yet slides easily when moved. Thor Power Tool Co., Prudential Plaza, Chicago 1, Ill.



### ANOTHER FIRST FROM THOR Universal Electric Motor-in-Head Concrete Vibrator



Model CV2-10 has 10-foot hose and switch. • Model CV2-20 has 20-foot hose and switch. • Model CV2-210 has 10-foot hose on each end of switch. All models include 25-foot 3-conductor electric cable.

**THOR POWER TOOL COMPANY  
CHICAGO**

Branches in all principal cities

"NOBODY COVERS AMERICAN BUILDING LIKE THE **AMERICAN BUILDER**"



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*Cover photo .....* Maxwell C. Huntoon, Jr.

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## HIDDEN VALUE in VULCAN TRIMLINE BASEBOARD



### Hidden Value in... VULCAN DESIGN

TRIMLINE's modern design combines maximum efficiency with charm and beauty. TRIMLINE blends easily with interiors and offers home owners hidden heating comfort and a "house-time" of trouble-free service.

### Hidden Value in... VULCAN MATERIALS

TRIMLINE Baseboard Radiation is made of premium-grade American Materials — built to last. Strong, quality-tested copper water tube and hard aluminum fins (that maintain rigidity) form Vulcan's exclusive radiation.

### Hidden Value in... VULCAN CONSTRUCTION

Fins are permanently embedded in tube by double-locking patented bond that provides better, quicker heat distribution. Home owners are assured greater heat output with no increase in fuel consumption. Fewer parts, with one-piece top and back, mean lower installation cost.



**Write for FREE Catalog Today**

#### THE VULCAN RADIATOR CO.

775 Capitol Avenue.  
Hartford 6, Conn.

FREE DESIGN CATALOG — please send me at no obligation your TRIMLINE Catalog 54, giving Dimensional Data, I-B-R Ratings, Heating System Design and Piping Design Chart.

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# BES-STONE

## — the Split Block with Character!



BES-STONE  
gives a small home that expensive  
big residence appearance, without  
stretching the home-builder's budget.

BES-STONE Split Block actually has the appeal and durability of fine quarried stone. It also has another distinct advantage — ECONOMY. With BES-STONE, you get a wider range of beautiful colors, textures and patterns to meet new ideas or cost problems. It offers economy and versatility in construction, freedom from costly upkeep and a distinctive charm that lasts for years.

BES-STONE Split Block gives you beauty plus permanence. It meets all code requirements . . . is adaptable to all types of architecture . . . challenges the creative ability of both architect and builder. Ask your nearby Vibrapac block plant for new Bulletin No. 121 showing BES-STONE applications in natural colors, or write:

**BESSER Company**

Dept. 183, Alpena, Mich., U. S. A.

FIRST IN CONCRETE BLOCK MACHINES



BES-STONE is available in  
variety of sizes and colors  
for either veneer or solid  
masonry construction.

AMERICAN BUILDER

# Impact

To The Editors:

American Builder  
30 Church Street  
New York 7, N. Y.

**Building at \$4 a sq. ft.**

Sirs: I was very much impressed with your articles in your June issue on builder Ray Johnson of California, showing his low-cost building development of solid, livable homes at \$4 per square foot. This price seems almost unbelievable. I believe he must have hit upon something very unusual.

—Everett Stubblebine, manager  
Associated Builders  
Spring City, Pa.

• It is a fabulous story, but remember that building in Spring City will differ somewhat from building in southern California. Such things as central heating and insulation will drive the price up. Additional articles on Johnson's company ran in our August and September issues; another appears in this issue; and a final one is scheduled for November.

**"Postponable" housing**

Sirs: Recent statements that new housing is "postponable" and that nothing need be done to provide low-down-payment housing, while at the same time attempting to justify federally financed and subsidized public housing on the pretext that the nation's builders cannot supply the need, are completely ridiculous and confusing.

Sales have dropped off in most of our region very substantially—apparently a psychological reaction to all the talk about, and difficulties encountered in, the hard-to-get mortgage financing. The lower down payment should give substantial stimulus in sales to those areas having sales problems.

This, of course, does not cure the one big problem facing the builder: how to pay the heavy

mortgage discounts from profits and have any profit left or, in many cases, break even. This loss of profit, added to slowness of sales has, in many instances, nearly brought housing production to a complete stop.

Unless this trend is changed soon, I firmly believe there will be a very serious shortage of new homes next spring.

Your presentation of the facts in the June article is extremely good and the charts used make the facts much more dynamic and understandable...

—Edward P. Miller  
Miller Construction Co. Inc.  
Tacoma, Wash.

**Re: merchandising survey report (August)**

Sirs: I am a small builder. Mortgage money is our main problem. This, of course, involves discounts. This is not good. Advertising won't help sales in this case.

—Howard B. Tome, general contractor  
Rising Sun, Md.

Sirs: A man who builds a good home in a good location does not have to spend money on advertis-

ing. And the homes are sold as fast as they are built.

—Builder, Pennsylvania

Sirs: Let's have more "wild ideas." From these stem progress.

—T. A. Bignell, contractor  
San Diego, Calif.

**They liked the "Spacemaker"**

Sirs: How do we go about getting plans for the Northern House of the Month in your June issue?

—John Tuarvy  
Saginaw, Mich.

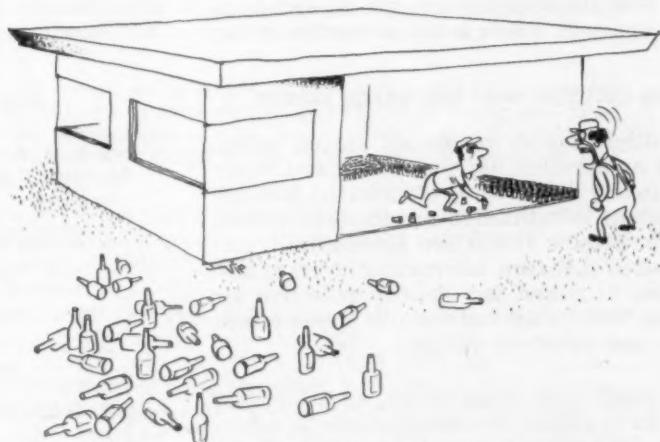
Sirs: . . . If these plans are available at your company, please send us three sets.

—D. Thompson, secretary  
Brown-Quinlivan  
Albert Lea, Minn.

Sirs: . . . I'd like to know if this plan is available through your office.

—Carl J. Overmann  
Cincinnati, Ohio

• Plans can be obtained from the builders: Cantor & Goldman, 29A, Sayre Woods Shopping Center, P.O., Parlin, N.J. Since this was an architect-designed house, there may be a charge for the plans.



"Not that kind of cork floor, bonehead!"  
(By Virgil Partch—Courtesy Pomona Tile Mfg. Co.)

# Metals are the Best Insulators

## Against Heat, Cold, and Vapor in Building Spaces

The surfaces of ordinary IRON have about 4 times the reflectivity against heat rays that the surfaces of asbestos, asphalt, paper, brick, plaster, wood and other ordinary building materials have. Brass, gold, silver and ALUMINUM surfaces have about TEN TIMES the reflectivity against heat rays that non-metallic materials have. Aluminum surfaces, for example, have a 97% reflectivity for RADIATION, whereas the surfaces of most building materials have a reflectivity of only 10%.

RADIATION (heat rays) is responsible for 65% to 80% of all heat flow sideways in building spaces; 55% to 75% upwards; 93% down.

Air space has low density, therefore heat flow by CONDUCTION through the spaces inside building walls, roofs, attics or floors is slight. CONVECTION accounts for 15% to 30% of the heat flow sideways in such spaces, and up to 45% upwards. There is NO convection down.

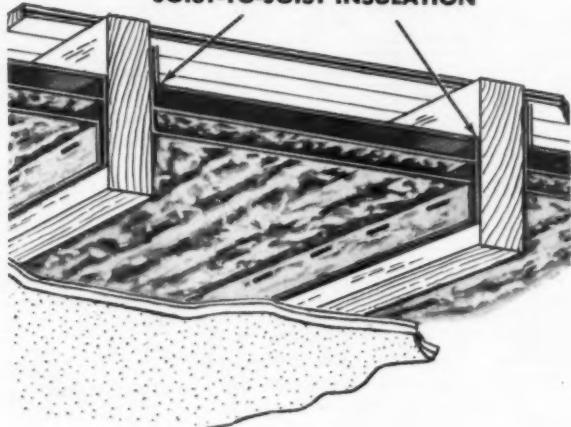
### AN EXCELLENT HEAT AND VAPOR BARRIER

Multiple layers of metal, spaced apart, make an excellent barrier to heat and vapor flow in any direction. Prefabricated Multiple Aluminum is installed in one simple operation. Tough metallic sheets are automatically expanded so as to form alternating layers of aluminum, fiber and low density reflective air spaces. The fibrous and metallic sheets retard inner and outer convection.

Its continuous metal layers, up to 750 feet long, have almost zero permeability to vapor. Infiltration under flat stapled flanges is slight. Condensation formation on or within this type of insulation is minimized by its scientific construction. More than 400 million sq. ft. are in use today, a large part of it re-orders.

To obtain MAXIMUM, uniform-depth protection against heat loss and condensation

NEW PARALLEL, FULL-DEPTH  
JOIST-TO-JOIST INSULATION



formation, it is necessary to use the new edge-to-edge multiple aluminum, each sheet of which stretches from joist to joist.

You'll enjoy, as well as profit from reading Alexander Schwartz's recently published manual: "Heat Flow by Radiation in Buildings, Simplified Physics." The scientific background of heat flow, specific information on how to control it, data on the various types of multiple aluminum insulation, ratings of insulation performance, and installation techniques under many conditions are interestingly discussed in this liberally illustrated 48 page manual. A FREE copy is yours for the asking.

### THERMAL VALUES Infra Type 4 Parallel Insulation

Up-Heat C.105°=3½" non-metallic insulation  
Wall-Heat C.068°=4¾" non-metallic insulation  
Down-Heat C.042°=7½" non-metallic insulation

\*Determined by method of National Bureau of Standards in H.H.F.A. Research Paper 32.

†Calculated on basis of limiting thermal values cited in Fed. Specs. LLL-f-321b; HH-I-585; HH-I-521c; HH-I-551a.

Cost installed between wood joists, material and labor, about 8¢ sq. ft.

### Type 6 also available

Can be purchased everywhere through your preferred local dealer.

Infra Insulation Inc., 525 Bway., N. Y., N. Y. Dept. 810  
Please send "Heat Flow by Radiation."

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

KIND OF BUSINESS \_\_\_\_\_

ADDRESS \_\_\_\_\_

# The Building Outlook

## THE MOST IMPORTANT TOOL

in a builder's hands today is his new Housing Act. But he may not be able to nail down anything with it.

**HIS HANDS MAY BE TIED** by an incredible lack of understanding about the importance of the Housing Act to the nation's economy and to the welfare of the nation's people:

**THE WALL STREET JOURNAL** said the President should "veto bills, like the housing one, that are not only needless but are specifically intended to pack an inflationary punch."

**BARRON'S** National Business and Financial Weekly made it a prime example of their theory that "In housing, the G.O.P. for years has acquiesced in one folly after another."

**THE NEW YORK TIMES** called the Housing Act "an artificial activation" of the building industry and criticized the Administration for having "written a prescription for benzedrine at a time when what the state of the economy calls for is a tranquilizer."

**THE FIRST NATIONAL CITY BANK OF NEW YORK** suggested that instead of a Housing Act, "it would be more natural for the home-building industry to settle into a lull for a period as a reaction from the rapid pace of the decade past."

**AMERICAN BUILDER SAYS** we must set out immediately to prove to detractors of the Housing Act that they are wrong. We can do this most effectively by showing them that there always has been—and continues to be—an underestimate of the nation's basic housing demand.

**OUR FIRST STEP** is to point to latest figures from the U.S. Bureau of the Census: they show a gain of almost 1,190,000 non-farm households in the past year. This is almost twice as great an increase as had been forecast.

**OUR SECOND STEP** is to point to the nation's vacancy rate: it dropped an alarming 18% (about 250,000 units) between October 1956 through March 1957; it's now down to only 2.3%

**OUR THIRD STEP** is to ask where today's crop of new families is to be housed. We're building only enough houses to take care of two thirds of them, and most of the houses we build are priced above what an average "new family" can afford. And we're destroying over 300,000 houses a year in rehabilitation and highway construction programs.

**OUR FOURTH STEP** is to point out that continued underbuilding, while such a basic demand remains strong, actually creates an inflationary shortage. We must throw the word inflation back at detractors of the Housing Act who use the word in connection with it.

**OUR FIFTH STEP IS TO POINT TO THE FUTURE:** a spectacular rise in the number of young home-wanters as we go into the 1960's (enough to make us need 1.5 million houses a year) and into the 1970's (enough for 2,000,000 houses a year). This means builders must gear themselves to building that number of houses; manufacturers must appraise the plant facilities that will have to produce more materials; labor must be recruited and trained to featherbed less and produce more.

**THE HOUSING ACT OF 1957** is the springboard for the kind of action we need today and for tomorrow. It is the most significant piece of housing legislation since the original Federal Housing Administration bill was passed. Unless we build 1,200,000 houses in 1958, The Housing Act will not be doing the job it was designed to do.



Fully protected by Borg-Warner's Alfol Aluminum Foil Insulation, homes by builder Herbert Praver of Miami, Florida are right and ready for low cost air conditioning at any time.

## "Alfol Insulation keeps our homes right and ready for air conditioning"

"No question about it," reports builder Herbert Praver of Miami, Fla. "Today's homebuyers are air conditioning-conscious. Even those who cannot yet swing it, recognize central cooling as a 'must' for the future."

### Saves on initial equipment

"And frankly," writes builder Praver, "that's one of the big reasons we feature Borg-Warner's Alfol Aluminum Foil Blanket. Insulated with Alfol, our homes are right and ready for low cost air conditioning at any time!"

As Mr. Praver knows, Alfol's efficiency may save up to \$400 in initial cooling tonnage alone. Insures lowest cost operating, too. And no wonder: In the famous Bureau of Standards summer comfort tests, it took only two layers of aluminum foil to surpass the thickest bulk insulations made! With Alfol you get as many as *three*!

Isn't it time *your* homes enjoyed the benefits of this "plus" selling feature? It's yours at no extra cost . . . because Alfol still costs no more than ordinary insulations.

**Free Data Book:** Why not investigate Alfol now? Send today for your copy of the 24-page Alfol Data Book. Learn how Alfol can give you better construction at lower cost.



Alfol gives your homes full insulation . . . plus a positive vapor barrier

Application of Alfol is rapid, positive, almost foolproof. Close-up of blanket shows how multiple aluminum foil sheets space themselves automatically to provide peak insulating efficiency. The separate vapor-proof backing affords a positive, continuous vapor barrier—the best obtainable, regardless of price. You get two-way protection . . . all in one low-cost product.



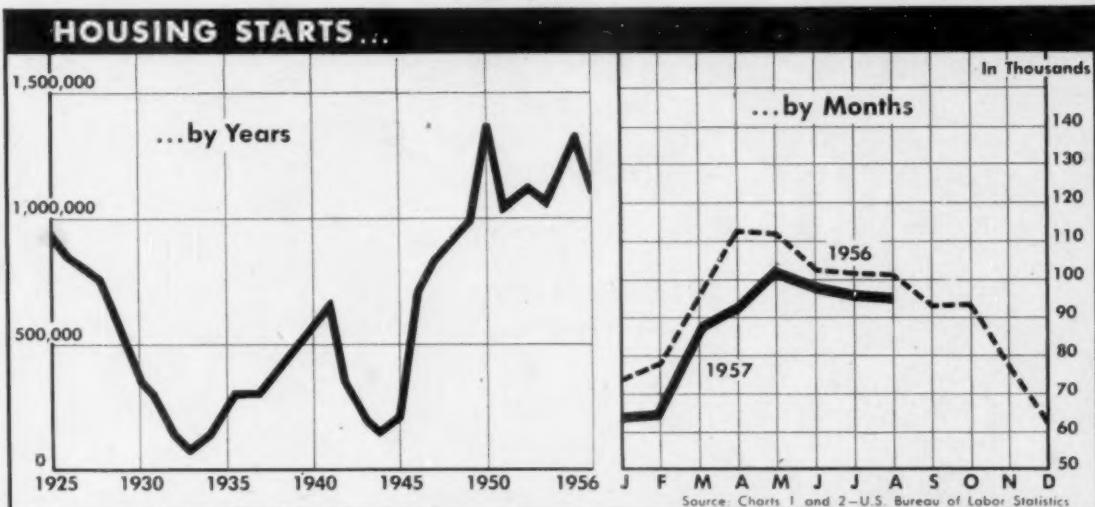
### REFLECTAL CORPORATION

A subsidiary of Borg-Warner Corp.

310 South Michigan Ave., Dept. C-7, Chicago 4, Ill.

Export sales subsidiary:  
Borg-Warner International Corp.,  
36 So. Wabash Ave., Chicago 3, Ill.

# Pulse of Building



## Interpretations:

Along with the contra-seasonal rise in August starts, there are other new signs of a strong stability in housing activity. The number of dwelling units represented by August applications for FHA mortgage insurance were the highest in two years—and the applications level has been slightly ahead of a year ago for three successive months. Combined with the stable-to-rising volume of conventionally-financed units and increasing interest in rental-type housing, there could be an over-a-million rate of starts for the next few months.

## 15 LEADING HOME BUILDING AREAS

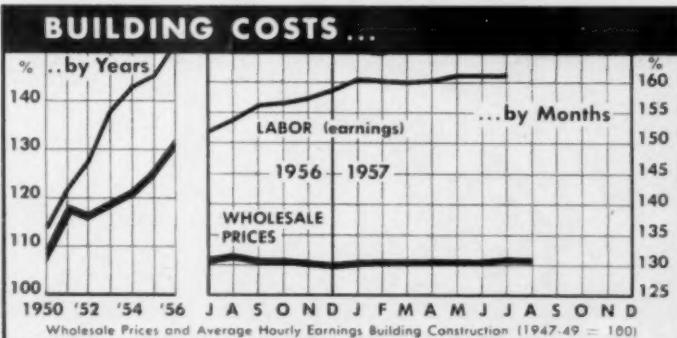
Dwelling units in Metropolitan areas during the first five months of 1957. (BLS)\*

% Change  
Jan.-May

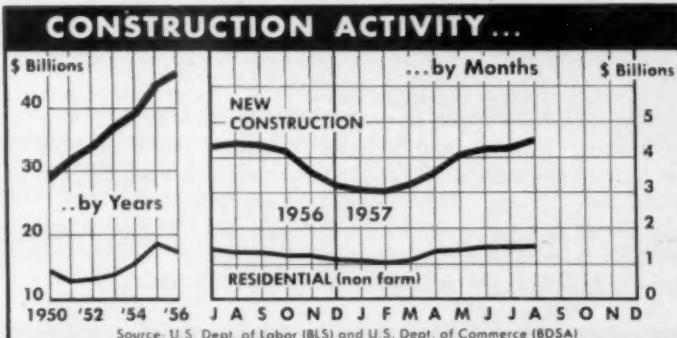
	Units	1956-57
Los Angeles	38,772	-9
New York	23,657	-29
Chicago	18,256	-20
Detroit	9,693	-33
Miami	8,599	+16
San Francisco	7,560	-26
Philadelphia	7,556	-40
San Diego	6,772	+26
Baltimore	5,797	+7
Washington	5,532	-30
Phoenix	4,415	+17
Cleveland	4,135	-19
Milwaukee	3,642	-11
Atlanta	3,402	-24
Denver	3,265	-27

\*Based on building permit reports and on estimate of units started in non-permit issuing parts of these areas.

**1** A CONTRA-SEASONAL RISE in private starts during August almost offset a drop in public starts and pushed the seasonally adjusted annual rate to 1,040,000—the highest this year. Total starts were 95,000.



**2** ALTHOUGH UNCHANGED from May and June, hourly earnings in July were five per cent higher than a year ago. August's materials price index edged off from July's peak and was slightly below August 1956 level.



**3** A MORE THAN SEASONAL RISE in the value of new construction in August (to \$4.6 billion) reflected gains in all major types of work except residential additions and alterations and store building.



## **HELP THIS POOR GAL KEEP HER BASEMENT DRY!** *and pick up year round profit with*

**ROX** profits pay the rent for thousands of enthusiastic Authorized Rox Dealers. It can happen to you! That's because ROX is the fastest-growing interior and exterior masonry paint on the market. Why? Because it works! It positively protects against water leakage, becomes a part of all masonry surfaces. ROX will not blister or peel. Costs much less per job. 100% satisfied users! ROX also offers consistent LOCAL advertising . . . striking displays and proved merchandising promotions.

To find out how YOU can become an Authorized Rox Dealer and the name of your local jobber write—

**ROX PRODUCTS CO. Dept. AB-10 • Detroit 27, Michigan**

© Rox Products Co. All rights reserved.

# **ROX** MASONRY PAINT



AMERICAN BUILDER

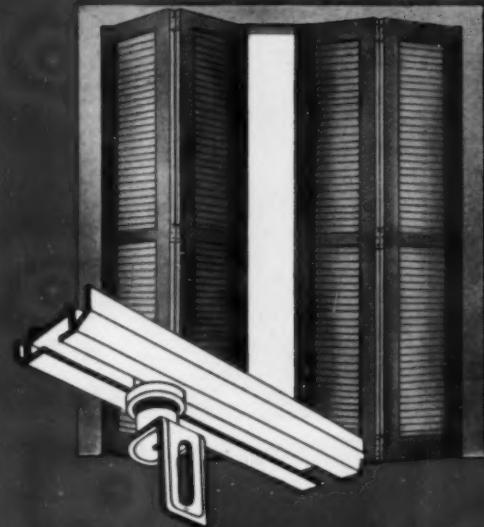
YOUR  
BEST  
CHOICE  
IS

# HAR-VEY

## HARDWARE

FOR EASY INSTALLATION AND  
SMOOTH OPERATION OF...

### SLIDE-A-FOLD DOORS



It takes only 20 minutes for one man to install the average Slide-A-Fold Door with Har-Vey Hardware. Extruded aluminum track with nylon-sleeved pivots and guides give even weight distribution and quiet, life-time performance.

### SLIDING DOORS



Har-Vey Sliding Door Hardware is guaranteed to be the smoothest, quietest hardware ever used, thanks to nylon-sleeved rollers with self-lubricating oilite bearings. And it's also designed for quick one-man installation to save money.

HAR-VEY Slide-A-Fold and Sliding Door Hardware is available in complete packaged sets for every door opening and accommodates doors from  $\frac{3}{4}$ " to  $1\frac{1}{8}$ " thick.



Har-Vey Slide-A-Fold Door Hardware lists from \$3.98 to \$5.48 per set for single Slide-A-Fold Doors, and from \$6.59 to \$9.50 per set for double Slide-A-Fold Doors.

Har-Vey Sliding Door Hardware lists from \$2.92 to \$3.64 per set for single pocket doors, \$4.87 to \$8.32 per set for 2 by-passing doors, and \$7.19 to \$8.81 per set for 3 by-passing doors.



AMERICAN SCREEN PRODUCTS COMPANY

HOME OFFICE: 61 East North Ave., Northlake, Ill.

Midwestern Division  
503 W. Harrison, Plymouth, Ind.

Southwestern Division  
8416 Lofland Drive, Houston, Texas

Western Division  
217 N. Temple City Blvd., El Monte, Calif.

Eastern Division  
1001 Roosevelt Ave., Carteret, N.J.

Southeastern Division  
807 N.W. 20th St., Miami, Fla.



Mr. Groom (left) discussing concealed wiring installation with Edward A. Smith of The Pacific Telephone & Telegraph Company

## **"Concealed telephone wiring is a profitable investment for builders"**

*— says Glen L. Groom, Builder, of Chabot Park, Oakland, Cal.*

"I build houses by the dozens," says Mr. Groom, "as many another builder does. Sometimes I have as many as a hundred going up at once. And in every one I invest in concealed telephone wiring just as I invest in concealed electrical wiring and other built-in facilities that modern home-buyers look for and want.

"Concealed telephone wiring is a profitable investment for me. It's a salable item itself but, more important, it helps me sell my homes be-

cause it means added convenience, and preserves the finished beauty of the rooms. In a business where you're constantly trying to second-guess Mrs. Smith and Mrs. Jones, concealed telephone wiring is a helpful sales feature."

Your nearest Bell Telephone business office will help you with concealed wiring plans. For details on home telephone wiring, see Sweet's Light Construction File, 8i/Be. For commercial installations, Sweet's Architectural File, 32a/Be.

*Working together to bring people together*  
**BELL TELEPHONE SYSTEM**



# Tomorrow's House



CARPORT and service yard hug hillside site, leaving maximum useful area for outdoor living.

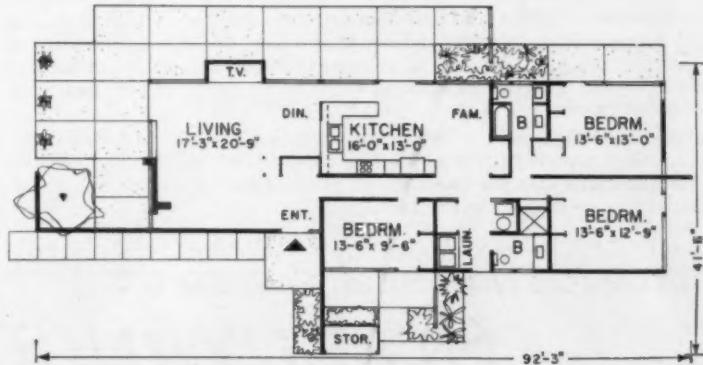
## Under its post-and-beam roof, this house combines indoor-outdoor living and building economy

Here's an unusual design by an architectural student at the University of Southern California. Darrel Denzler formerly studied as a Taliesin Fellow with Frank Lloyd Wright. He presented this month's Tomorrow's House as a development project in his design class. His objective was to create a custom house to build for speculation. The manner in which he has blended his extensive outdoor living areas into the rectangular plan is commendable. With two bedrooms considered minimum, three were included in the plan. The third is located in such a position that it could serve as a guest room, child's

bedroom or a study. The family room was designed to serve as a necessary work space. This is in addition to the kitchen. In the evening, the family room can be used

by children for recreation and entertainment. Planning at the site called for a "cut" to be made, leveling the building area for conventional footings.

RECTANGULAR PLAN simplifies framing of exposed beam roof.





## "I've used steel windows since 1938"

**says William S. Phillips, Jr.**

"Experience has shown that steel windows are the better bet," reports Mr. Phillips, president of Phillips & Company, of Roslyn, Va. "You don't take chances with steel windows. They're tried and proven—all the 'bugs' have been worked out."

"And because of their strength they resist damage. That's important when you build apartments. The tenants like the smooth way steel windows operate, and the owners like their low maintenance. Steel windows are the lowest-cost quality windows."

Here's what you get when you use steel windows:

1. You get the most window for the least money.
2. You get a wide range of designs, from traditional to the latest styles.
3. You get the windows that are easiest and quickest to install.
4. You get the strongest, most damage-resistant windows on the market.
5. And owners and tenants get smoothly operating sash that does not swell, warp or stick in wet weather; that allows the most sunlight and the best ventilation; that can be painted to harmonize with outside and inside trim; and that can be washed, screened and equipped with storms, *all from the inside*.

Bethlehem Steel Company does not manufacture steel windows, but for many years has supplied the steel window industry with the solid, specially rolled steel sections that give steel sash its unequalled strength. You'll find the manufacturers of steel windows in Sweet's.



Washington Vista Apartments, Roslyn, Va. Here Builder Phillips used big, 25-light steel casement windows so that tenants can enjoy the magnificent view from their hilltop location.

**BETHLEHEM STEEL COMPANY  
BETHLEHEM, PA.**

On the Pacific Coast Bethlehem products are sold by Bethlehem Pacific Coast Steel Corporation, Export Distributors Bethlehem Steel Export Corporation

**BUILD FASTER...SELL FASTER WITH  
STEEL WINDOWS**



AMERICAN BUILDER

# "If I'm going to manufacture good homes for others first I've got to learn this business as a builder."

**How a personal challenge written in 1949 helped launch a new enterprise in 1957.**

**"Red" Herzog built over 3,000 houses to learn builders' problems before he entered the prefab field.**

When "Red" Herzog put up his first conventionally-built house in a small subdivision near Chicago, he wrote the above statement on a slip of paper and pasted it into his desk drawer.

The desk has changed and Herzog now heads nine companies, but eight years later that same slip of paper — the writing still bold and distinct — can be found in his desk drawer.

Herzog's companies have built more than 3,000 houses — two-thirds conventional, one-third prefabs. He and his organization have learned the building business in one of America's toughest high-cost construction markets — the hard way.

## **Believe in Prefabs' Future**

Herzog and the men he has hand-picked to head major builder-dealer service functions of *Stylecraft Homes* have a common belief and dedication. They are convinced the manufactured home . . . the right kind of manufactured home . . . holds the real future-profit promise of the light construction business. For builders, realtors, lenders, developers — everyone concerned with bringing better homes at reasonable costs to more people.

*Stylecraft Homes* was incorporated and started manufacturing houses in March, 1957. Characteristically, Herzog insisted on building several hundred of them in his own subdivisions before a single package was sold to others. In late July, *Stylecraft's* first builder-dealers were franchised.

The men who run *Stylecraft* are practical men with shirtsleeves experience in designing, engineering, producing, and selling homes. Not opportunists or promoters. They and a growing group of associates have bona fide experience in every phase of land acquisition, land planning, financing, sales training, home merchandising, and advertising.

## **The Builder's Prefabber**

*Stylecraft's* credo is homes designed with the builder in mind. Our service goes far beyond delivering a good home package to your site. It includes everything of practical value the others have — plus a lot more. Those who become our builder-dealers will get personal service, not lip service, from men who know what they're talking about.

We have no pretense to mere bigness. We do aspire to deliver the most practical factory-engineered homes on the market today. We want to do business with representative builders and others who have an eye to the future.

If this type of thinking makes sense to you, and if you're located within 500 miles of Central Illinois, we suggest you write, wire or call us for complete information. *Stylecraft Homes, Inc.*, 1032 Lee Street, Des Plaines 1, Illinois — V Anderbilt 4-6142.

SH-157

# **Stylecraft**

*homes designed  
with the BUILDER  
in mind*

## **SHIRTSLEEVES TEAM ENTERS MANUFACTURED HOMES INDUSTRY**

*Stylecraft Homes'* management group discusses company's 1958 models. Left to right: Vice-President Clifford Carlson (architect/designer) . . . Executive Vice-President Arthur W. Pipenhagen (financial/legal) . . . Vice-President Harold J. Fassbender (production/engineering) . . . President E. A. "Red" Herzog (builder/planner) . . . Vice-President Robert S. Patience (sales/marketing).



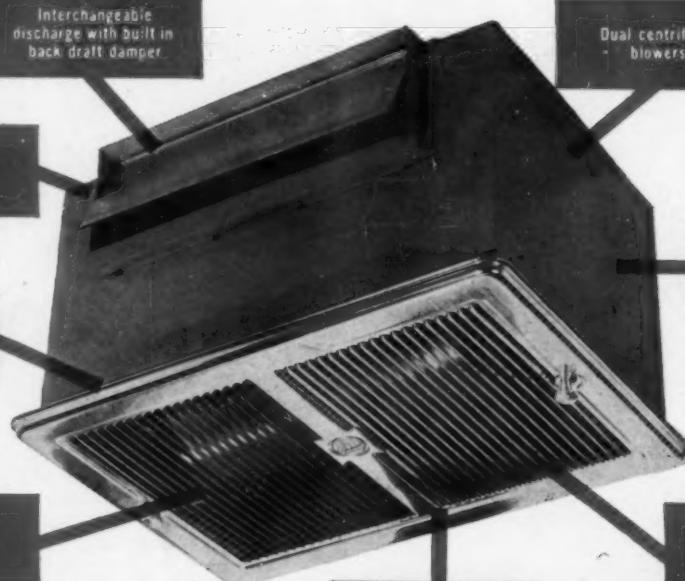
# SELL THE PLUS IN

## *Trade-Wind*

**GREATER CAPACITY QUIETER OPERATION**

### Model 1501 Kitchen Ventilator for Hood or Ceiling

#### THESE ARE THE TRADE-WIND PLUS FEATURES



Interchangeable discharge with built in back draft damper.

Dual centrifugal blowers.

Easy to install in ceiling or hood

The "standard" often copied, never equalled.

Slide-out filter available for hood use

Full capacity with quiet operation

Beautiful new airflow grille

Pre-sold for you by the biggest national advertising campaign

Trade-Wind Model 1501 is the "standard" among kitchen ventilators. It delivers more usable performance with quieter operation. Its versatility permits easy installation in the ceiling (using the stunning new grille) . . . or over a range hood (using the exclusive slide-out filter).

Remember this: Trade-Wind is the one ventilator known and respected by builders, architects, appraisers, home owners and prospects alike.



*Trade-Wind Motorfans, Inc.* 7755 PARAMOUNT BOULEVARD, DEPT. AB RIVERDALE, CALIF.

**SPECIAL REPORT FROM:**

Because closer builder-manufacturer cooperation is so important, American Builder's editors conducted a nation-wide telegraphic survey immediately following the National Housing Center's first annual executive marketing conference in San Francisco. The 20-point program appearing on the next pages combines the thinking of leading home builders as to what manufacturers can do to help the home-building industry

## 20-point agenda for manufacturer and builder cooperation

Home builders are saying they want as much of a real partnership with manufacturers as manufacturers say they want with them. What's more, they told AMERICAN BUILDER magazine in a nationwide telegraphic survey exactly what they think the word "partnership" should stand for.

The survey was directed from San Francisco immediately following the National Housing Center's First Annual Executive Marketing Conference participated in by more than 300 senior officers of the country's leading manufacturers of building materials and equipment. A leading conclusion at the conference, expressed by Richard G. Hughes, Chairman of the Board of Trustees of the National Housing Center in Washington, D. C., was that both builders and manufacturers must now recognize that they are interdependent parts of a single industry and must pool their resources of know-how and energy if they are not to be outsold by other sections of the economy bidding for the consumer dollar.

A cross-section of the nation's "grass roots" home builders responded to the idea by telling AMERICAN BUILDER they wanted an agenda for industry action that consists of 20 points.

# SAN FRANCISCO

WHAT BUILDERS WANT FROM MANUFACTURERS

## 20-point partnership program for

### 1 Ads to sell consumers on security and benefits of home ownership

Manufacturers should lend their advertising to show people how new homes give them relaxation.—L. R. "Andy" Latch, Tulsa.

Manufacturers could unite on a nation-wide advertising campaign designed to create in the public more real desire to own and enjoy living in a new home that incorporates the finest of the many features that go into the modern home, urging them to drive out and inspect what is being offered in their own communities.—G. H. Wright, Jr., Raleigh, N. C.

### 2 More vigorous cooperation in local advertising

Most expedient method of help from manufacturers should be cooperative advertising on a local basis.—Cecil Mason, Savannah.

Manufacturers should allocate percentage of advertising funds for promotion at a local level through their dealers, distributors and manufacturers' agents.—Carl E. Bennett, Minneapolis.

### 3 More selective choice of distributors with a knowledge of products

Manufacturers should be more selective as to the calibre of distributors who should be better-educated and have a comprehensive technical knowledge of the product they sell.—Fred DeBlase, Rochester, N. Y.

### 4 No advertising of products until they are actually available locally

I would request manufacturers to restrict their advertising to products actually available at the retail level.—Ralph Smykal, Wheaton, Ill.

### 5 Aid in keeping a flow of money to mortgage market

The manufacturing level should develop an adequate supply of low down-payment house-financing money at the secondary or national level.—Emerson M. Mead, Fort Morgan, Colo.

### 6 Promotional aid in planning model homes

To help home sales the manufacturers could contribute home appliances, bedroom suites, rugs for one room, draperies for, say, the living room, etc. This would be an incentive to buy homes and promote general prosperity. When more homes are bought and sold it means more business for manufacturers of home appliances.—J. S. Norman, Houston, Tex.

### 7 Close cooperation by local representatives at model-house opening

Manufacturers representatives should assist in co-ordinating on-site openings and promotions.—Emory H. Austin, Norfolk, Va.

Tie-in advertising by manufacturers on projects or on model houses with demonstrators when feasible would build sales.—Clifford Swan, Portland, Me.

### 8 Better-trained local representatives needed

I suggest manufacturers assist merchandising by having their representatives spend more time in field attending model homes. Showing assistance to the builder and developer at this level would be very helpful.—Ralph E. Bruno, Albany, N. Y.

### 9 More and better direct mailing of technical data

There should be direct communication between manufacturers and builders to inform, educate and thereby have technical data on file. I disagree that sub-contractors have greater influence on builders' use of material. It is important that the builder has technical data, facts, etc., of product so that he could recommend to the sub-contractor who is not very often informed and up-to-date in the latest building techniques and commodities.—Fred P. DeBlase, Rochester, N. Y.

### 10 Participation in local and state-sponsored housing conference

Manufacturers should participate in local and state-sponsored housing conferences.—Carl E. Bennett, Minneapolis, Minn.

# builders and manufacturers

## 11 Different ads for trade and consumer magazines

I would like them to merchandise national advertising back to the builder through trade books. The advertising should be different for builders than for consumers.—George Martin, Louisville.

## 12 Ads aimed directly to "tomorrow's buyers"

Manufacturers should appeal to the children of today who are the buyers of tomorrow. Get the AMERICAN BUILDER magazine into every high school wood-working shop.—Chester A. Hurst, Kankakee, Ill.

## 13 A manufacturers' council to aid with building code problems

They should form a manufacturers' council, representing all products used in the home-building industry, to assist builders with building code problems arising from restrictive practices and/or ignorance of local community boards.—Harry J. Quinn, South Holland, Ill.

## 14 Help in the fight for greater FHA valuations

The manufacturers have done a wonderful job bringing new products and ideas into the home-building industries. But, I am afraid private industry is too far ahead of home financing for most builders to use even a few of these products. We are forced to spend too much of our time and effort economizing our product to keep them at a minimum to enable customers to qualify under present financing. When Federal housing and lending agencies realize they have a much healthier risk in their loan by increasing their valuation to include many of the new ideas and products into a package deal, we will be only too glad to include them in our building program.—W. G. Specht, Casper, Wyo.

## 15 Laboratory and field research to improve building products

Products should be simplified from the standpoint of design, standardization, installation, operation, maintenance and price.—Emerson M. Mead, Fort Morgan, Colo.

## 16 Coordinated use of color in building products

One of the biggest aids would be better color coordination.—Larry Goldrich, Norfolk, Va.

## 17 Institutional ads to give public and lenders facts on "tight-money" problems

Manufacturers could include in their national advertising a program of assistance with problems of mortgage financing directed at both the lending institutions and the buying public.—C. C. Collie, Jr., Little Rock, Ark.

## 18 Better replies answering requests for information

I want coordination. Too often I write concerning advertisements such as new doors, shower pans, adhesives, etc., only to receive word from manufacturers that their representatives will call on me in the near future. Rarely is this call made. We desperately need technical information. Where else can we get it?—Gwyn Brock, Jr., Signal Mountain, Tenn.

## 19 Taped sales messages for use by builders' salesmen

Would suggest more sales training aid such as tape sales pitch by top-notch sales executive. Too much steam is lost in promotion by the time it reaches the salesmen. When promotional ideas are presented via brochures or letters or word of mouth, the "push" is lost by the time it is presented to the salesmen. A taped message with enthusiasm and force loses none.—Vincent C. Buck, Spokane.

## 20 Point-of-sales brochures to "tie-in" with builders local reputation

Sales help on the local level is urgently needed by the home builder in our area. The builder's unplanned hit-or-miss sales program will no longer sell his homes. National manufacturers must offer merchandising assistance and know-how if the average home builder is to survive. This is a natural adjunct to their own national advertising and can be designed to spotlight their products at point-of-sale. Brochures, participating newspaper ads and sales aids are items urgently needed.—Alfred W. Halper, Newton Centre, Mass.

### Report from SAN FRANCISCO, continued

Both builders and manufacturers must now recognize that they are inter-dependent parts of a single industry and must pool their resources of know-how and energy if they are not to be outsold by other sections of the economy bidding for the consumer dollar, according to Dick Hughes, who presided over the marketing conference.

Some of the other points applicable to both builders and manufacturers—which were stressed by speakers:

- Maintain proper relationship between the industry and the 22

agencies of government that can strongly influence housing activity.

- Keep up-to-date at all times on economies of housing.

- Manufacture materials that are designed for the new house as well as existing homes.

- Get coordinated dimensional standards in new materials.

- Use as much advertising as possible urging people to buy new homes.

- Find ways and means of financing and using better merchandising and selling procedures and methods.

- Ease up somewhat on plant expansion and channel the difference into mortgages for homes for the plant workers to live in.

Speakers at the session included: Albert Cole, HHFA administrator; Norman Mason, FHA commissioner; D. C. Sutherland, Bank of America; Alan E. Brockbank, former NAHB president; Thomas P. Coogan, pres., Housing Securities, Inc.; Edward Fickett, secretary, AIA; George Cline Smith, economist, F. W. Dodge Corp.; Andrew S. Place, pres., Place & Co., Inc.; and Richard D. Hudson, NAHB research institute.

### DICKERMAN'S COLUMN

## How FRB policies affect home loans

by John M. Dickerman, Executive Director, National Assn. of Home Builders

The average man seeking to buy a new home probably is unaware of the influence that the Federal Reserve System has in his financing arrangements. The same probably may be said for the majority of home builders. True, the influence is more indirect than direct, but it is potent nonetheless.

This was not always so. There have been sweeping changes in the pattern of home financing, both in the construction and sale phases, just as there have been in the nation's overall credit and financing mechanism. The changes in both took place independently, but each has affected the other.

The nation's banking, credit, and financing structure and its relationship to the home-building industry will be examined in a series of three columns. This examination is based on a study made by Dr. Nathaniel H. Rogg, National Association of Home Builders economist.

Some 50 years ago, when the Federal Reserve System was born, residential mortgage lending was highly local. There is reason to believe that Federal Reserve Board policy had little, if any, impact on the residential real-estate market.



Dickerman

This condition persisted until the 1930's when changes in the Home Loan Bank Board and the establishment of the FHA produced a new relationship between the mortgage market and the general money markets.

The expansion of mortgage credit and its tremendous flow across state lines have acted to make the home-building industry—and ultimately the purchaser—far more dependent upon and responsive to government credit controls and FRB policy than in the earlier part of the century. This responsiveness has been enhanced by the fact that the home-building industry requires both short- and long-term financing—the former for construction, the latter for mortgages. It is adversely and immediately affected by restraints in either the capital or short-term markets.

The impact of a change in FRB policy affecting commercial bank lending was felt repeatedly in 1956. Although builders were armed with long term commitments for mortgages, they could not obtain the short term construction financing on satisfactory terms. In such a case a half a loaf of credit may be little better than none at all.

In the long term field, home mortgages are a peculiarly poor instrument for attracting funds in the capital markets. They are of odd

denominations. They are not easily negotiable. They require considerable servicing and paper work. This reacts to the disadvantage, particularly, of mortgages on low- and moderately-priced homes.

For these reasons alone, even though yield and security are equal, the average mortgage is less attractive to a lender than other forms of capital market investment. It is not too much to say that home-mortgage lending is more sensitive to monetary restraints, direct or indirect, than practically any other sector of the economy.

There is still another financial ingredient—the administered interest rates of the FHA and GI programs—which adds an element of inflexibility to an important segment of the mortgage market.

All of this adds up to the fact that home building, which is not the primary (or even secondary) responsibility of the Federal Reserve System has, nevertheless, been a chief victim of the imposition of overall monetary restraints. This is the result more of flaws in the system, rather than any intent of the board to single out home building for persecution. Accordingly, it is pertinent to this analysis to examine the history of the Federal Reserve System and its relationship with the financial institutions. This will be done next month.

## Report from SAN FRANCISCO, continued

# Optimism: 1958 watchword

From predictions of "more than a million starts this year" and some genuinely exciting plans for NAHB's January convention in Chicago, a refreshing air of optimism was stimulated at the association's fall meeting in San Francisco.

In comparing notes on local conditions, the more than 1,000 builders attending (a record for a fall meeting) found wide variations. Yet, when the total picture was viewed, most agreed it looked better, especially for the under-50-house builder.

Discussion of NAHB's forthcoming convention provoked a good deal of favorable comment. Most pleasant news for all builders thinking of attending was the prediction that total cost of attending would be more than offset by cost-cutting ideas gleaned from the streamlined sessions planned. Newest feature proposed are discussions of how to shave expenses in merchandising.

Also planned for the convention: more exhibits, more new products, "how-to-do-it" selling techniques, panels on public relations, faster-moving meetings.

NAHB leaders conferring in San Francisco also heard hard-hitting reports on current industry problems. Among the topics discussed:

- Discount provisions of the new Housing Act. Proposed: that

they be condemned now and deleted at the next session of Congress.

- Community facilities. Discussed: how local associations can act to remove obstacles to home builders.

- Research. Proposed: that plans be laid for another research house to be constructed in 1959. Also urged: that more attention be focused on developing better building techniques in the light of an increasing flow of new products in the construction field.

- Foreign associations. Suggested: that affiliations be accepted with builder groups in West Europe, Australia, New Zealand and South America.

- Public relations. Decided: to expand activity in public relations at both national and local levels; to provide additional help for local associations.

- Short courses. Adopted: continuance of short courses on merchandising; planned in addition—training courses for *builders' salesmen*. On the subject of education, the recommendations made at Cornell University last June were approved with the reservation that still more could be done in the field.

- Proposals on conventional loans by U. S. Savings & Loan League. Considered: approval of the proposals with some few

amendments.

- Urban renewal. Recommended: that NAHB step up activity in this area; re-establish urban renewal committee within the national.

- More on short courses. Adopted: a program of *regional* sessions devoted to "Making and Saving Money." Attention will be directed at more efficient business management, especially better *profits* management.

- Contest. Discussed: repeating "Ideas for Home Builders" contest in 1958, since it proved successful this year. Purpose again will be to shed light on the type of manufacturer's literature best suited to the home builder; to aid manufacturers in improving their literature.

- Rental housing. Proposed: that greater emphasis be placed on rental housing; that FHA encourage it with changes in its provisions.

- FHA property standards. Proposed: a method for appealing appraisals. Discussed: additional ways to expedite building and cut red tape.

- Taxes. Suggested: that new studies be made of present taxes on building.

Most discussed during between-session "shop-talks" were discounts, the need for better merchandising and selling, and for more cost-cutting techniques.

## Rogg predicts minimum 1,000,000 starts in 1958

A hard-core volume of close to 1,000,000 starts is seen for the next year even under the worst conditions—so long as the overall economy remains strong.

That's the prediction made by NAHB economist Nat Rogg at the National Housing Center's first annual executive marketing conference held in San Francisco.

Rogg based his prediction on home-building activity during the past six months, when, despite constant increasing money tightness, starts held close to the million mark.

"I see no great change in the making in the immediate future," he said. "I certainly expect no further decline. While it is still too early to tell what impact the new

FHA terms will have, they should do much to buttress sales, even if they do not improve the money market."

Discussing housing prospects for the next 20 years, Rogg cited a study just completed for NAHB's policy planning committee.

The study suggests, he stated, that for the 1956-65 decade, a basic shelter requirement of 12-12½ million units; for the decade beyond that: some 16 million units.

He emphasized that these figures are minimum shelter requirements based primarily on population growth. They make no allowance for any of the other factors which influence the industry.

"Likewise," he declared, "these figures make no allowance for

what in my opinion, will be one of the significant markets of the next generation—the two-house family. Many families in the upper middle income . . . could very probably be in the market for a seasonal home. In the last decade these seasonal homes have accounted for about 50,000 units yearly. There is good reason to suspect that with the right type of product this market can, in the next ten years, easily double in importance. It has, in my opinion, vast builder potential . . ."

"It is time," he declared, "for us to change our thinking, therefore, and to regard these needs-estimates not as outside limits, but as minimum requirements for standing still."

# George Dusenbury joins Simmons-Boardman



George Dusenbury

George Dusenbury has joined the Simmons-Boardman Publishing Corporation as vice-president and editorial and promotion director. The announcement was made by

Arthur J. McGinnis, executive vice-president and treasurer.

Mr. Dusenbury has been a magazine consultant for the past ten years, specializing in the business

field, but serving several general magazines here and abroad. He has held annual editorial clinics for the Associated Business Publications and seminars at Columbia University and the University of Tennessee. He was also director of Visual Research for Look magazine.

He was graduated from the University of Michigan in 1931 where he edited "Michiganensian," the university yearbook, and the Michigan campus magazine.

One of his first jobs encompassing both editing and advertising was with the Plymouth division of Chrysler Corp. where he served as advertising production manager.

Mr. Dusenbury is a member of Sigma Delta Chi, professional journalistic fraternity, and several honor societies including Phi Eta Sigma, Sphinx and Michigamua.

He is also the author of "The Language of Pictures," and co-author, with his wife Jane, of "How to Retire in Florida."

## LUMBER DEALERS . . .

# NRLDA to spotlight new building methods

by H. R. Northup, Exec. Vice Pres., National Retail Lumber Dealers Assn.

The incredibly long time required for most good new ideas to get into general use in home building is a source for real concern. Too many builders, contractors, and lumber dealers seem content to rely indefinitely on the old tried-and-tested methods instead of looking eagerly for new ways to save money and increase quality.



Northup

That tendency is particularly true in small-scale house building. Although we have a growing number of builders and dealers who are willing to give promising ideas a good trial and to capitalize on those that stand up, too many others show little interest in new ideas.

The result is that a good segment of the public doesn't have a chance to benefit from new techniques and materials which are wholeheartedly accepted and used only by the progressive few.

Inasmuch as the public, as well as the builder and dealer, must be willing to accept that which is new and because the retail lumber dealer is the logical local source of such information, NRLDA is about to announce a new program, "More House for Your Money." This program will have two objectives: to give dealers a fund of information which they can pass on to builders and contractors; and to inform the public about the techniques that have been developed to help them save money when they build a new home.

The program will consist of a monthly service to interested dealers. Each month they will receive a publicity release describing one technique for saving money, a pamphlet describing that technique in detail, and advertising copy with illustrations. Every other month they will receive a large banner, suitable for use in a home-planning center, reminding customers to ask about the "More-House-for-Your Money" service which the yard is featuring.

The ideas to be featured in the service will be provided by the Lumber Dealers Research Council, and the whole program will be conducted under the direction of a new NRLDA committee on housing, to be composed of dealers who also are active home builders.

There will be a modest charge to dealers who participate in the program, because the size of our membership makes it impossible to provide a volume of printed material to everyone—including those dealers who are curious but not seriously interested.

Among the first ideas to be spotlighted probably will be the economies of wall panels, roof trusses, and floor and partition panels.

There is nothing new about these ideas to anyone who keeps abreast of new developments in construction. But, on the other hand, the savings inherent in those ideas are being realized in only a small fraction of the new homes being put up. The purpose of our program is to bring such ideas into use on a broader scale.



**GETTING TO KNOW YOU:** 50 families moved into Oddstad's tract in

one week. Oddstad gave this party to help new-comers get acquainted.

## How a builder turned his tract into a "community"

**W**hen the construction end of a subdivision is finished, some builders think their job is finished too.

A. F. Oddstad, who put up Rollingwood subdivision in San Bruno,

Cal., has different ideas. Getting new families into the "swing of things" is the job of the builder. Oddstad believes this responsibility has been too often bypassed.

To help families in Rollingwood

establish social ties and understand community problems, Oddstad is building a community recreation center.

A plan was worked out with the city of San Bruno. The center will be owned by the city, but will be leased to the home-owners group for \$1.00 to \$2.00 a year.

The building, adequate for large groups, will have a main assembly hall. Full responsibility for the center's care and maintenance will be given to the home owners who also will have full use of its facilities.

If the group disbands, the center can be taken back by the city and leased to some other responsible group.

Oddstad believes residents will utilize the building to its greatest capacity, and make it a place to gather and become acquainted.

He's arranged for local manufacturers and distributors to demonstrate their products, and for lectures by landscape architects to help owners improve their land.

The center will give residents a place to solve transportation problems, to organize activities for children and to plan for the overall civic life of their community.

It is Oddstad's intention to help the people in his subdivision develop a feeling of belonging which makes a happy group out of disjointed individuals.

## Western builder goes west



**BREAKING GROUND** for Oahu tract on windward side of island are (L to R) W. Blackfield, builder;

H. Castle, landowner; H. White and C. Smith of Amfac; Nancy Hale of TV.

"Turn your face to the Great West and there build up a home and fortune."

These famous words, attributed to Horace Greeley, apply to California builder William Blackfield who is now opening up a new building frontier on Hawaii's main island Oahu.

Blackfield is converting part of the island's sugar cane and pineapple fields into housing developments. Operations are directed from his Honolulu office.

On the windward side of the island, 572 homes are going up. These are being built by Waical Dev. Co., a Blackfield subsidiary.

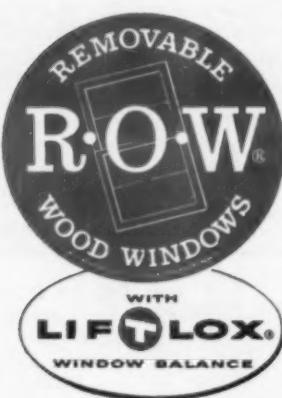
Another development of 582 homes in the \$12-\$15,000 range is being built by Leward Dev. Corp., another subsidiary.

Reports indicate that Oahu will need about 16,000 more homes within five years. Blackfield is now helping to meet the demand.

# THIS IS THE NEW

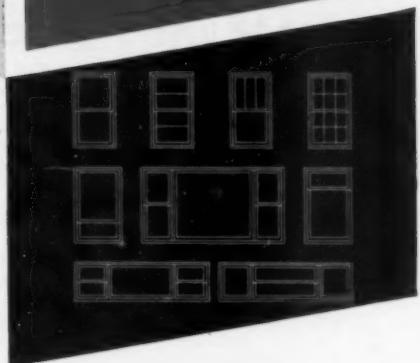


NOW—LIF-T-LOX, the exclusive R·O·W balancing mechanism, does not attach to sash—does not interfere with immediate window removal or replacement.



NOW—Chemical treatment of selected woods makes them water-repellent. R·O·W windows are designed and built to outlast homes.

NOW—Smart new R·O·W window designs are being used by resourceful builders and architects to individualize homes. R·O·W window styles and sizes offer maximum flexibility.



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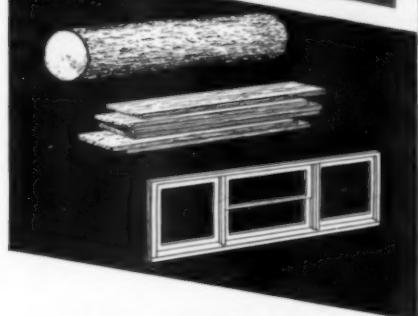
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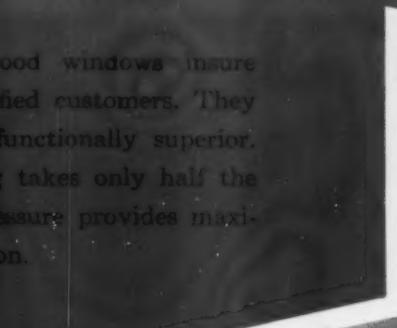
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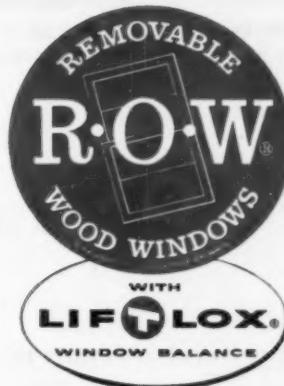
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OCTOBER 1957



**AIR OF QUIET ELEGANCE** is given the "Holly" by the low pitch hip roof, the brick trim across the front.

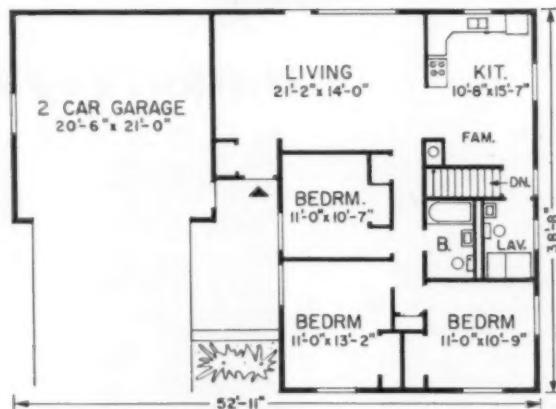
Note that although three types of siding have been used, the effect is quiet and harmonious.

## Two top prefabbrs take the

### ► From Harnischfeger: the "Holly," traditional with brick highlights

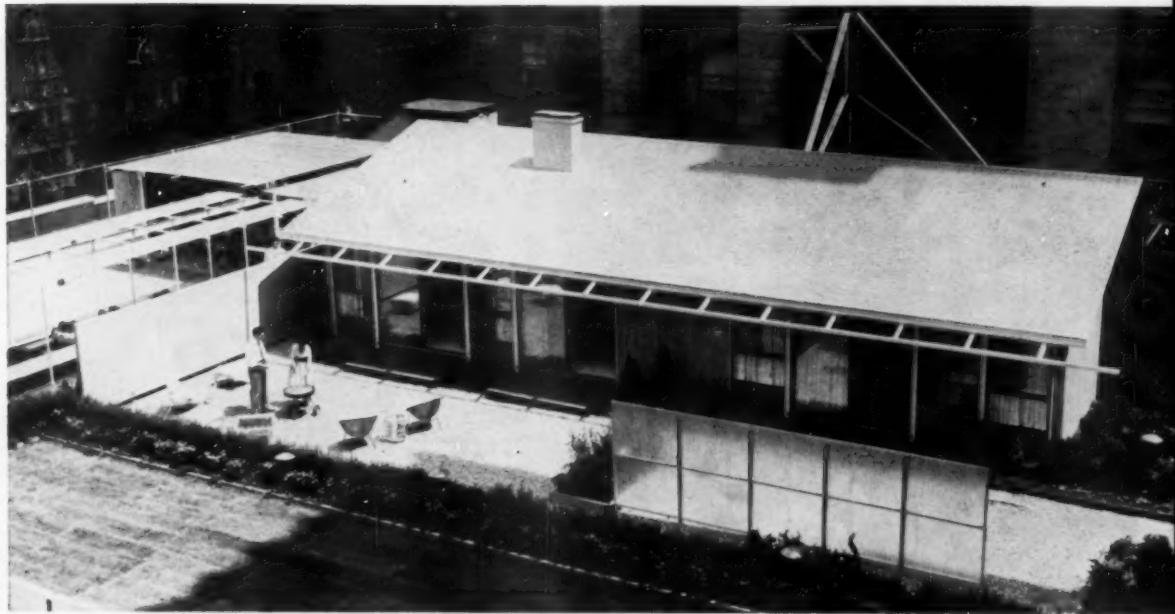
If any proof was needed that "prefab" is a method of construction, not a type of house, the "Holly," Harnischfeger Homes' feature model for 1958, should provide it.

As much as anyone, prefabbrs have led the way on promoting good contemporary design; as shown by the "Holly," they are equally at home with more conservative homes. This is a house which typifies good, solid suburban living in most parts of the United States, with its long, low look, its hip roof, and (in the case of this particular model) its brick facade. The house, without land, will sell for between \$15,000 and \$20,000. H. Morgan Yost, architect.



**UNUSUAL FEATURE** of the floor plan is the handling of the second half bath. Instead of opening off the master bedroom, it serves as a utility lavatory off the kitchen, houses the washing machine and dryer. Dryer is next to exterior wall, easy to vent.

## of the MONTH for October



**DISTINCTLY MODERN** is the front elevation of United States Steel's new "Steelaire-Fifth Avenue." Emphasis is

on outdoor living, with patios for living room, at left, and master bedroom, at right, separated by planting.

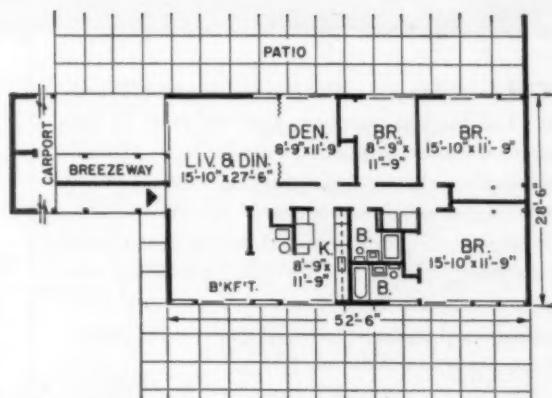
## wraps off their '58 models

### ► From United States Steel: the "Steelaire-Fifth Avenue," a steel-framed contemporary

United States Steel Homes is making no bones about it; their 1958 line of Steelaire houses is going to be distinctly contemporary.

Shown here is what U. S. Steel calls the "aristocrat" of the line, the "Fifth Avenue." It's a big house—1,450 sq. ft., a double carport—and a good looking house too. Just to make sure it got off to a good start, its manufacturers had this model erected on top of Kaufmann's Department Store in Pittsburgh, Pa.

There's a lot of steel in the house, naturally, most of it in the trusses, the wall framing, and the fastenings.



**OPEN PLANNING** of the "Steelaire-Fifth Avenue" allows the living area, nearly half the house, to become one big room. With the exception of the baths, all rooms open onto patios through sliding glass doors. Living room has two patios.

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# American Builder

**SPECIAL  
WESTERN  
SECTION**

## Western Views

By BILL RODD

▼ COMPETITION is increasing, at least in California where on June 30, 1957 there were 33,604 general building contractors, almost 1,200 more than a year ago.

**BUILDERS PUSH REMODELING.**  
Several Portland, Ore., builders are stepping up their activities in the modernization field as a fill-in while new work is down. G. A. Norbraten & Son is one. The firm has always done some remodeling, but never pushed it. Now it is trying to get business and is succeeding—mostly due to word-of-mouth advertising. Al Norbraten finds remodeling much more time consuming than new work and that cost-plus is the best way to operate. He generally figures 5% overhead and 10% profit.

BCA IN LOS ANGELES is the largest single affiliate of the NAHB, not only because it operates in the world's greatest building market, but because it is organized to render a host of special services. Just recently two new groups were organized within the membership—

a Framing Contractors Council and a School Builders Council. Together with the previously formed Builder Developer group, the Modernization group and the Commercial-Industrial group, a set-up exists so that all those with like interests can get together and discuss their common problems. Of course, the bulk of the membership are builders, sub-contractors and associates who also hold monthly meetings.

**EUROPEAN HOUSING CON-FINED TO APARTMENTS.** Don Saxon Palmer of Palmer & Krisel, AIA, recently returned from a European tour. He reports that almost all new housing is confined to apartments. He said, "Diminishing home ownership in the free countries of the world constitutes a greater threat to democracy than the Soviet stockpile of atomic bombs."

▼ LOOKING INTO THE CRYSTAL BALL. Arthur L. Lynds, president of the San Diego BCA, told his membership about an article he had read which discussed the 1980's. The

## WESTERN EDITOR

W. C. Rodd  
8522 Lorain Rd., San Gabriel, Cal.

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article stated that we'll have a population of 240 millions who will work four days a week, live in round houses with push-button windows, electronic dust collectors, and dishwashers which will wash and then dry by a whisk of air. Interior walls will be replaceable and if an owner tires of the color he will be able to replace the wall. Energy will come from the sun's rays and from low-pressure atomic reactors. Nothing here for 1958 models, but builders should keep abreast of changes.

**Western Advertisers  
Index**

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- **Thompson Co., Inc.** F. A. . . . . 32G

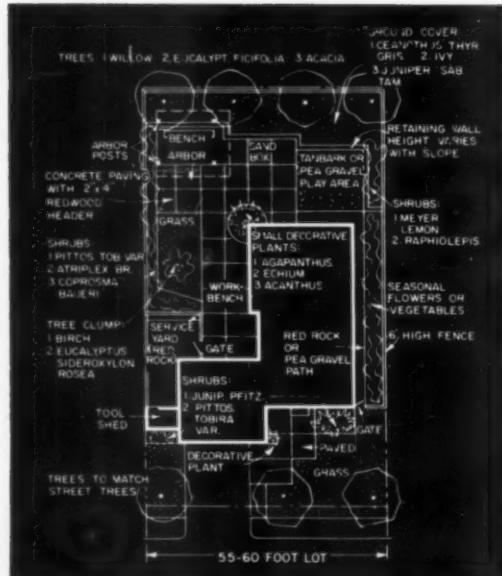
**American  
Builder  
SPECIAL  
WESTERN  
SECTION**

**Today's buyer wants his  
house to have an outdoor  
living area. He'll build  
it himself if you tell  
him how. Your sugges-  
tions can make your sale**

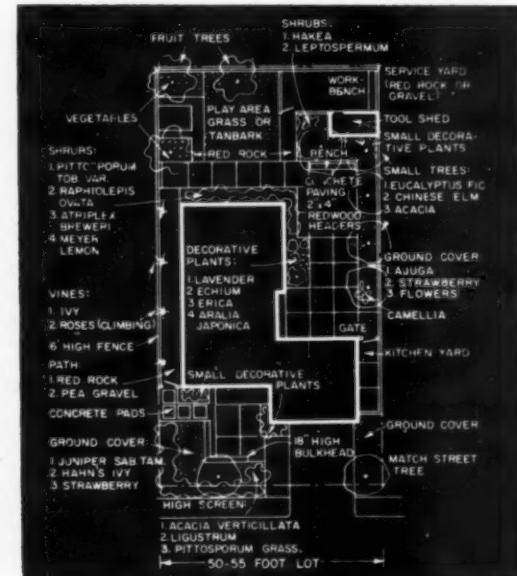


**L-SHAPED PLAN** offers large indoor and outdoor living areas. Terrace is accessible from the dining room.

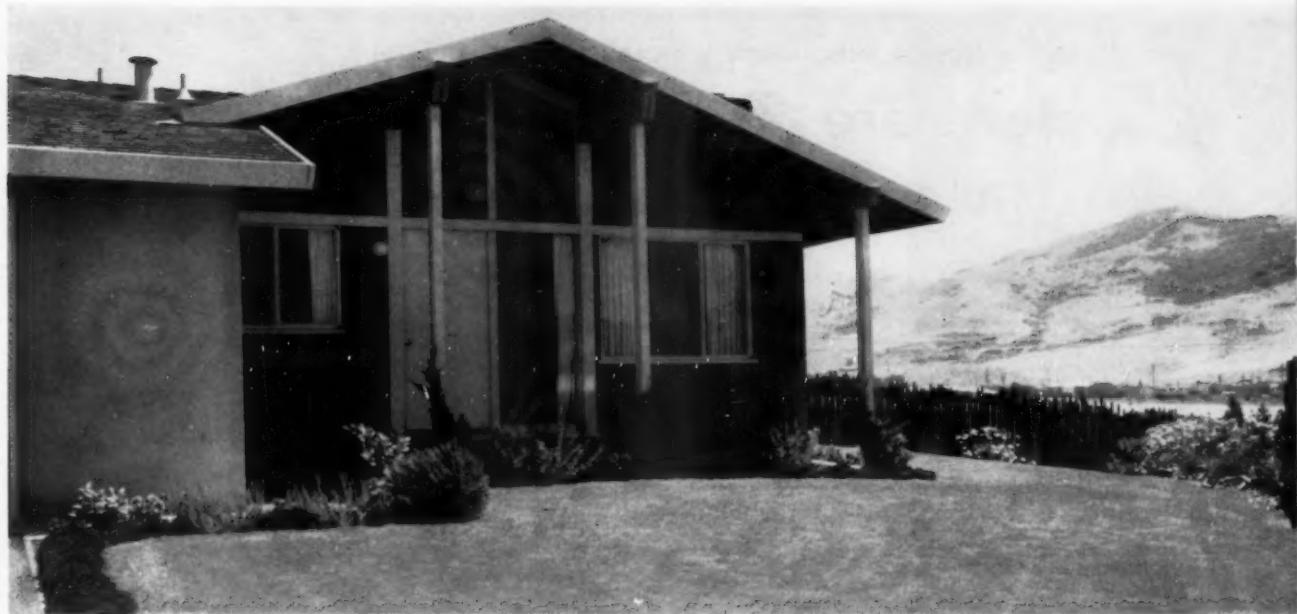
## How to merchandise your



**OWNERS** can utilize ideas in these plot plans. This one has front court, terrace, play area, side service yard.



**SUGGESTIONS** for this model: front court semi-enclosed by planting, service in rear, concrete terrace, no lawn.



**MAXIMUM OF USABLE GARDEN SPACE:** when tract was planned everything was keyed to landscaping idea.

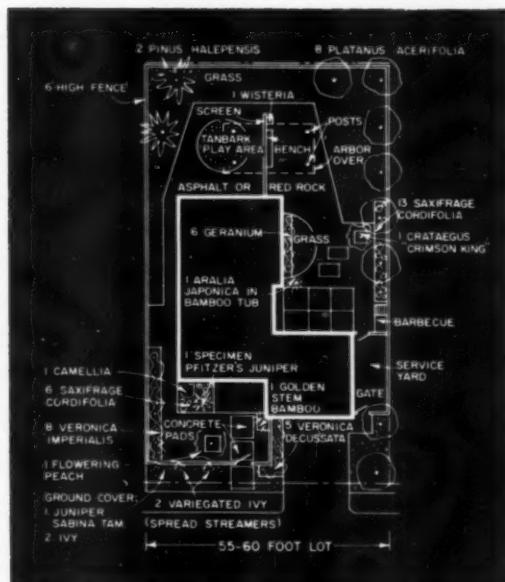
WHAT

Curving roads, site plan, placement of the house on the property, window location received special attention.

HOW

Nine landscaping ideas

## houses: offer landscaping ideas



**PLAN FEATURES:** open front, slope at rear held by wood bulkhead, small lawn, and an arbor in the rear.

The day of the bare development is disappearing. Buyers want a house with a view. Barrett Construction Co. knows how to turn this trend into a merchandising aid.

In order to stimulate sales in its new tract, College Highlands in Richmond, Cal. (near San Francisco), the company encourages its buyers to improve their property with landscaping.

Barrett supplies the plans (shown at left) which are specifically designed for the owner's model. Residents also receive a booklet which gives "how-to-do-it" landscaping ideas. Owners have the opportunity to use the plans and booklet to develop sitting, play and dining areas; service yards and gardens.

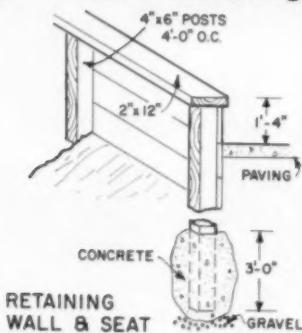
Lawrence Halprin, author of the booklet and landscape architect for the tract, said that rarely will two buyers do exactly the same thing. This is beneficial to the company. The result is a beautiful, varied tract which aids Barrett's future sales.

The model house shown here sold for \$16,100 including lot and landscaping. Landscaping cost Barrett about \$2,000. The company believes that buyers who see a landscaped model will be encouraged to improve their own land.

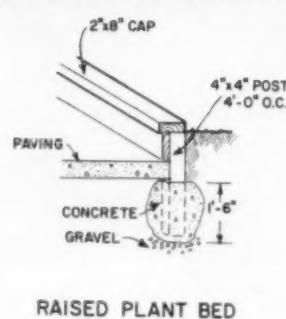
SPECIAL WESTERN SECTION: MERCHANTISE WITH LANDSCAPING continued

## Here are 9 extras buyers want

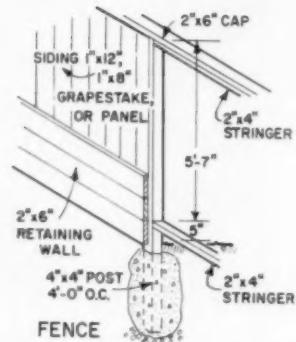
### Three retaining walls that add interest



**STEEP SLOPE** is retained by combination wall and seat. This set-up replaces the need for fences.

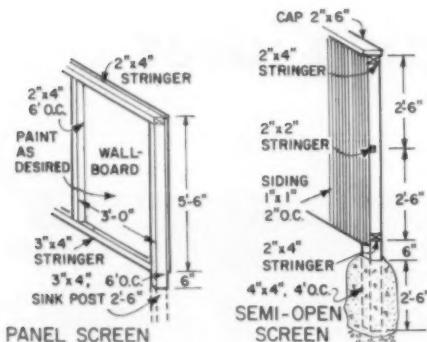


**RAISED PLANT BED**

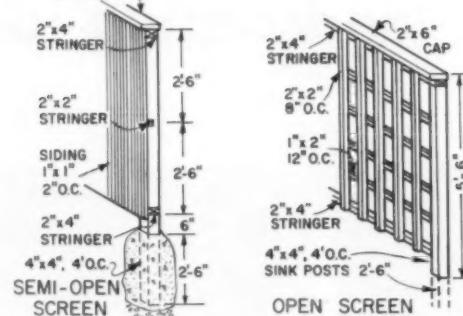


**COMBINATION** fence and retaining wall can be used where space is limited. Siding is grapestake or panel.

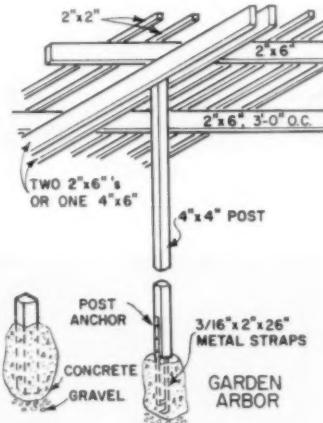
### Four ideas for screens and arbor



**CUSTOM TOUCHES:** screens add a luxury look. Here are three types buy-

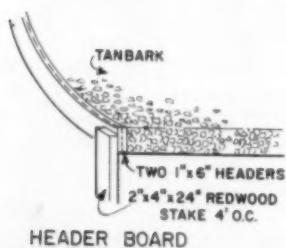


ers want to build: panel screen, semi-open screen, and open screen.



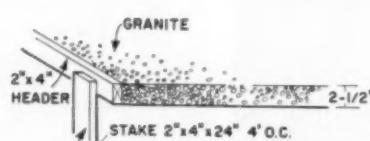
**ARBOR** can be built any size. Here post-and-beam method is used.

### Three ways to pave outdoor areas



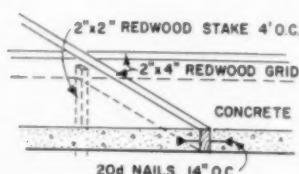
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**TANBARK** is ideal for children's play areas. Should be applied 4" thick.



**HEADER BOARD FOR DECOMPOSED GRANITE**

**HEADER BOARD** in sand is 2-1/2". Stake is 2x4x24", 4' on center.

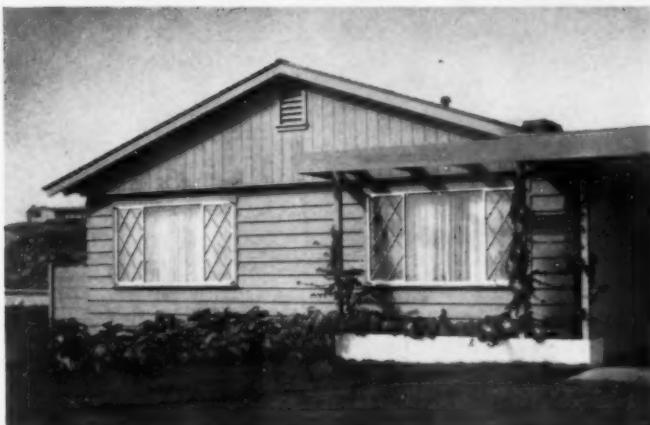


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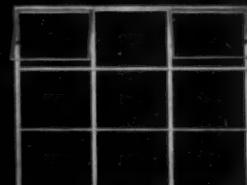
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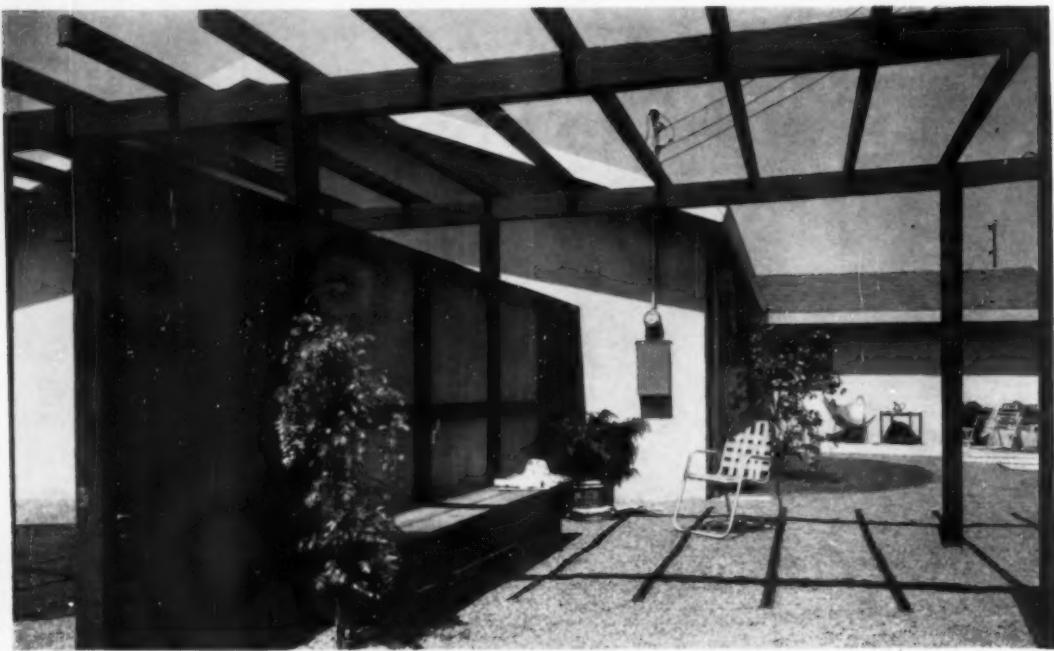
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**It pays to include Telephone Planning in every home you build!**

landscaping look they want



**BARRETT'S** plans gave this owner ideas for his garden. Plan was first organized on graph paper.



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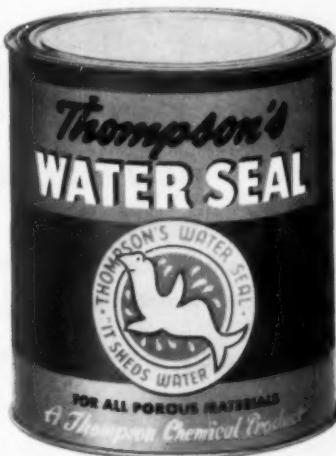
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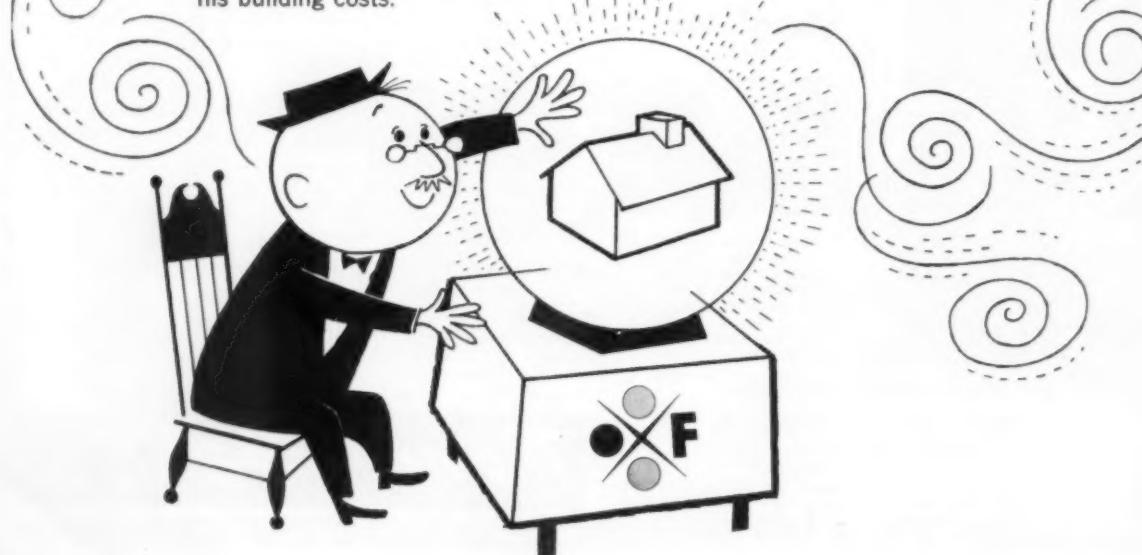
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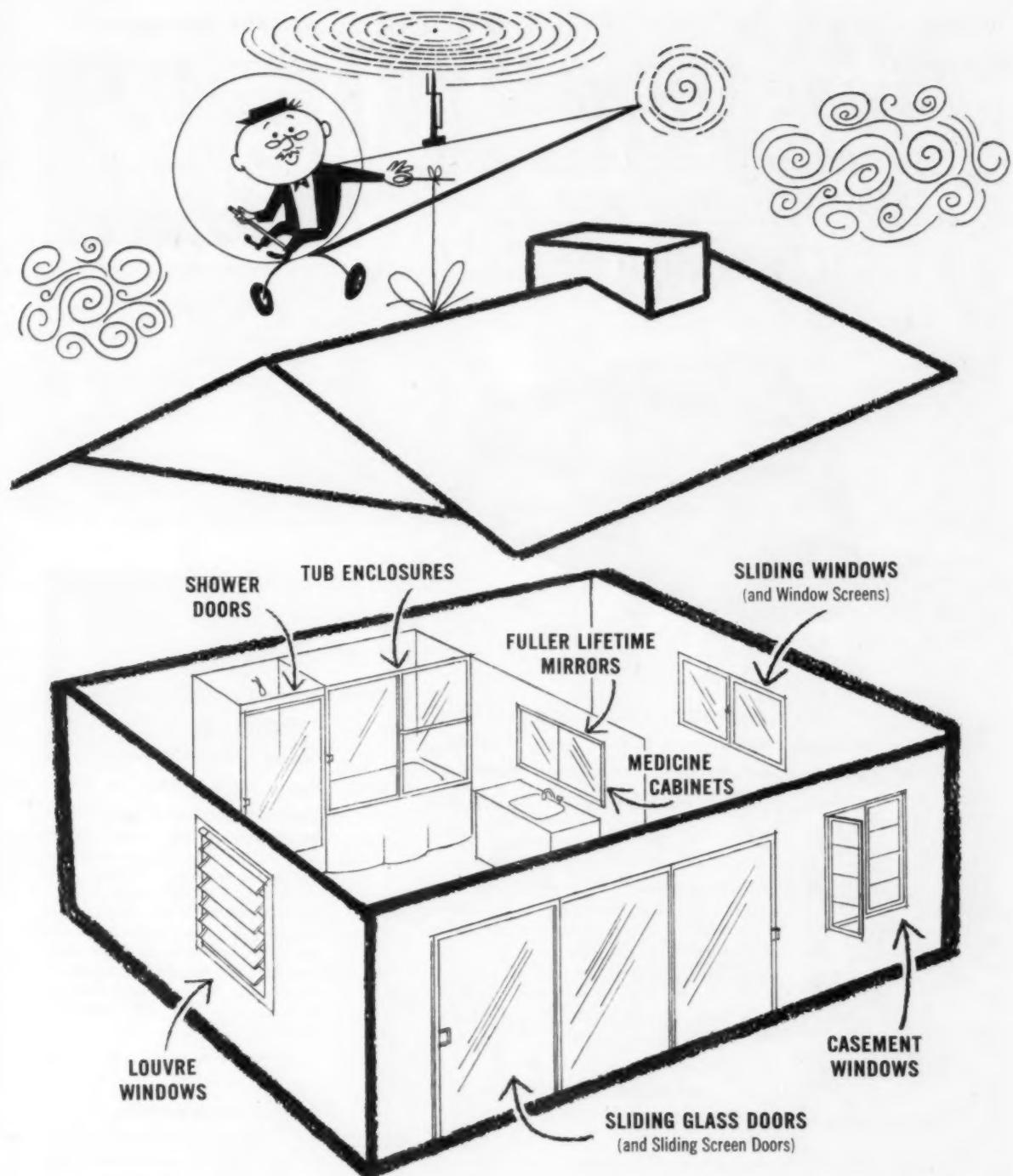
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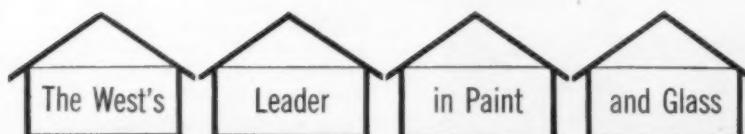
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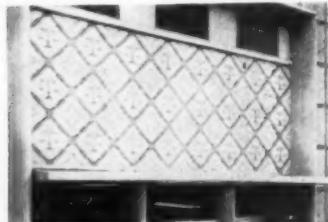
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CITY \_\_\_\_\_ STATE \_\_\_\_\_

**TAMCO CORPORATION**

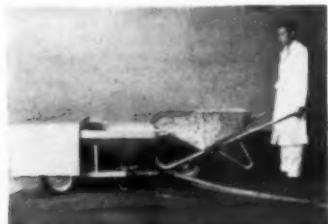
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"Scales of Justice" symbol reproduced on glazed ceramic tile used on front exterior (shown above) quickly identifies court building. Wall panel consists of 6x6" green tile plus fade-resistant colors of symbolic design. Lifelong permanent tile is available in many patterns for versatile decorating. Gladling, McBean, Dept. AB, 2901 Los Feliz Blvd., Los Angeles, Calif.

Circle No. 062-W on reply card, p. 112



Pump saves production time

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Light weight, strong covers convert pick-up trucks to all-purpose utility trucks. Steel or aluminum covers are easily installed and removed. Assure complete protection against rain, snow, wind or dust. Units fit any year, make, size, pick-up or flat-bed truck. Are economical, will not rust or rot. Require no painting or maintenance. More information from Aeromotive Metal Products, Inc., Dept. AB, 1720 South First St., San Jose, Calif.

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**Outstanding Exterior Beauty  
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(over conventional siding)

Forest Sandalwood Siding goes from package to wall in no time at all. Sandalwood siding is engineered to save maximum time on the job, and provide a lifetime of beauty and durability. Sandalwood siding is easy to fit . . . easy to saw . . . easy to handle . . . and easy to nail. All you need is ordinary woodworking tools . . . and it needs no prime coat.

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**YOU SAVE BY HAVING LABOR DONE  
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**SANDALWOOD...new, light color makes ALL ordinary hardboard obsolete**

*News of another home  
built with United States Steel*

## Steel conquers time and space on a western slope

Sequoyah House...gracefully poised on a California hillside...is an outstanding example of how an architect can by-pass costly, conventional building methods and take advantage of a steep, sloping site to produce a home of enduring beauty.

Steel solved the problem. The structural steel frame, erected in three short hours, anchors this home to its hill site, and offers flexible opportunities for future expansion. In addition, steel lends itself to a variety of new design possibilities not available with standard construction methods.

This is the story of Sequoyah House...a new concept in home design, with a timeless skeleton of steel.

**From a shallow shelf carved in the hill,** the single-level house juts into space over a reinforced concrete block foundation. Rigid frame construction with seven "U" shaped structural steel ribs, withstands all lateral forces and is cantilevered 11 feet beyond the foundation. Sequoyah House utilized standard steel sections, supplied by United States Steel: 12"WF27# and 12"WF19# for floor and roof beams. The module is 10 feet. Beams carry the floor and "float" the ceiling...to eliminate all load-bearing walls and offer an unobstructed picture-window view.



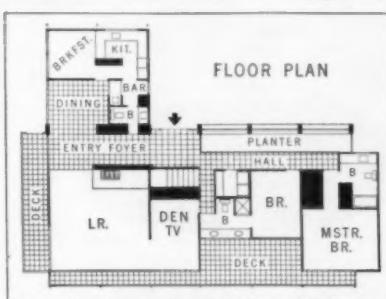


**The "L" shaped plan is open and flexible... a blending of inter-related space and well-meshed indoor-outdoor living areas. On the uphill, or ground-level side a large concrete patio with redwood dividers is sun-sheltered under a wide roof overhang, resting on the smoothly tapered tips of the seven major steel supports. The United States Steel shapes in this home are used by leading fabricators and are also available through steel jobbers in your area.**

**ARCHITECTS & ENGINEERS:** Write for your free copy of "New Horizons for Home Building... With Steel". This new booklet contains case histories of architect-designed steel homes and information on building codes, specification data and advice on the maintenance and painting of steel. Write: Architects & Engineers Service, Room 1260, United States Steel Corporation, Columbia-Geneva Steel Division, 120 Montgomery Street, San Francisco 6.

*Architect: Thorne, Berkeley, Calif.  
Builder: Ray Nichols, Oakland, Calif.*

*Structural Engineer:  
Donald H. Moyer, Berkeley, Calif.  
Steel Fabrication and Erection:  
Herrick Iron Works, Hayward, Calif.*



*Western homes of the future are now building with steel... UNITED STATES STEEL*

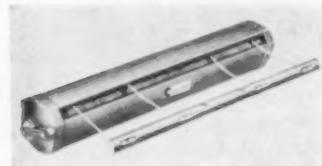


#### Architects everywhere

... acclaim Durell's new DURAGLIDE Aluminum Sliding Window as the most advanced, the most functional, the most practical window on today's market . . . truly the "years ahead" Aluminum Sliding Window.



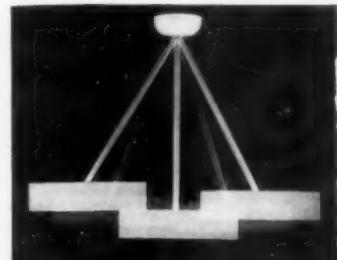
DURELL PRODUCTS, Inc. 3600 Airport Way SEATTLE 4, WN.



#### Clothesline eliminates eyesore

Easy to mount, disappearing clothes-line keeps drying areas neat, saves space. Easy to operate, plastic covered lines unreel from aluminum case, fasten at opposite end to bracket and are held taut by self-locking lever. Suitable for indoor and outdoor areas. Comes complete with all hardware. McClin-  
tock Div., Ekco Products Co., Dept. AB, 802 W. Whittier Blvd., Whittier, Calif.

Circle No. 065-W on reply card, p. 112



#### Advanced luminaire support

Design of luminaire support provides shockproof mobility of fixture at stem, and of stem at ceiling. Also gives self-aligning plumb suspension. Multi-exposure photo illustrates how set gives 45° mobility at ceiling and fixture to absorb shock of impacts and then returns to plumb suspension. Globe Lighting, Inc., Dept., AB, 2121 S. Main St., Los Angeles 7, Calif.

Circle No. 066-W on reply card, p. 112



#### To select right blade

Complete line of masonry saw blades is offered by Concut—a blade for every type of sawing job. Includes dry abrasive, wet abrasive, dry break-resistant, wet break-resistant and diamond. All precision engineered and long-lasting. As a builder time-saver, Concut has available an abrasive and diamond sawing blade recommendation chart for building materials. Further information from Concut Sales, Inc., Dept. AB, El Monte, Calif.

Circle No. 067-W on reply card, p. 112

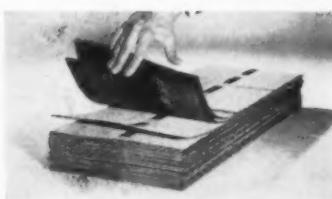
easiest...  
fastest  
self-sealing  
shingles



*new!*

# PABCO

## SEAL-GRIP SHINGLES



### NO STICKING IN BUNDLES

Special release agent prevents sticking in bundles. No ripped, wasted shingles.

### BUNDLED FACE UP

No waste motion required to turn or flop shingles before nailing.



### SEALED DOWN PERMANENTLY

Special cement securely seals shingles down...weather edge cannot be pulled up.

### BEST-SELLING COLORS

Seal-Grip features the most popular colors from Pabco's wide range.

Ask your distributor or the Man from Pabco for new Pabco Seal-Grip, the self-sealing shingle as easy and economical to lay as standard thick butts.

#### Mail This Coupon for Complete Information

To: Pabco Building Materials Div. Dept. AB  
Fibreboard Paper Products Corporation  
475 Brannan Street  
San Francisco, California

Gentlemen: Please send me complete technical information and sales pointers on Pabco's new Seal-Grip Shingles.

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**the final touch  
in good design . . .**

# **CHALLENGER**

## **LOCKS**

**900 Series—Heavy duty for hospitals,  
schools, office buildings and finer  
residences.**

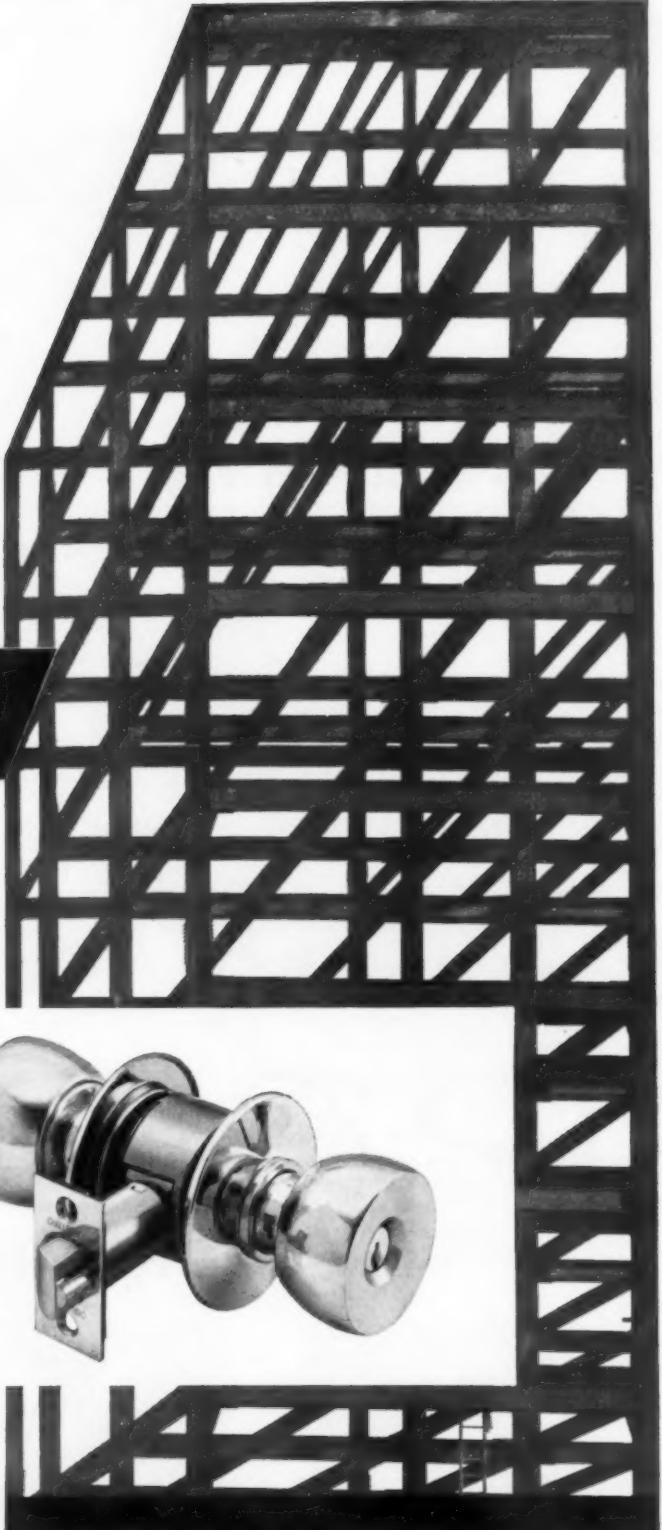
The instantly obvious quality, and clean contemporary styling of Challenger locks compliment good building design. Compact construction of heavy steel, solid brass and bronze, plus exacting engineering and single unit assembly, put a solid durability into Challenger locks that add extra years of dependable duty under *any* type of handling.

Challenger meets requirements of Federal Specifications FFH-106A Series 161 Heavy Duty Locks.

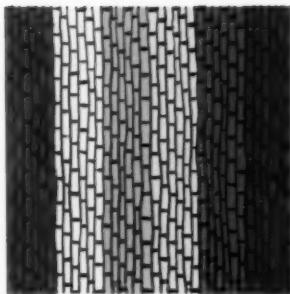


*Write for Complete Literature.*

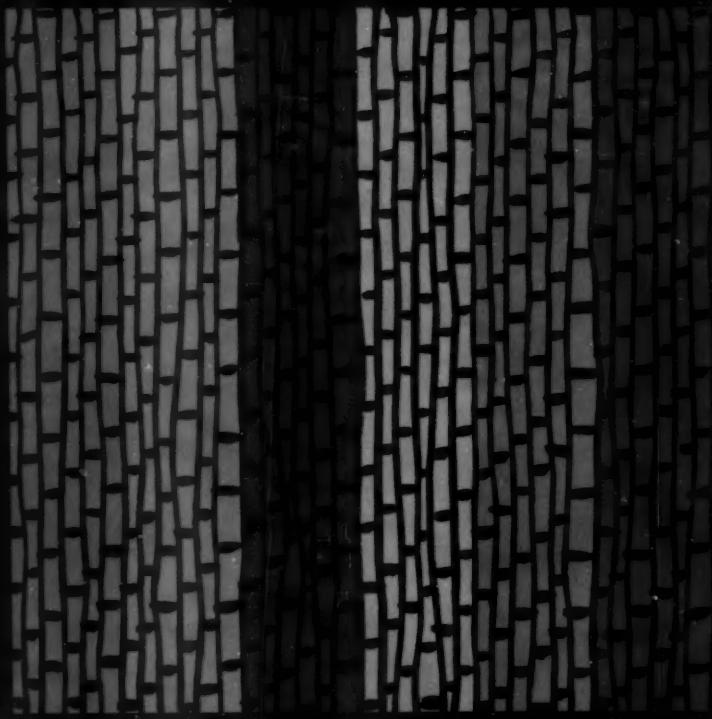
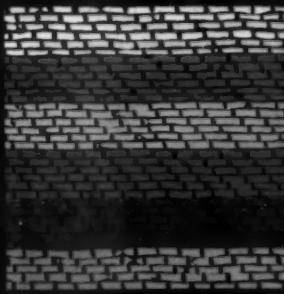
**CHALLENGER LOCK CO., INC. / 4865 Exposition Blvd., Los Angeles 16, Calif.**



*...ask any owner, architect or consultant  
who has used Challenger locks.*



DISTINGUISHED DESIGNER SERIES: BASS · LÁSZLÓ · LIEBES · MCCOBB · SHEETS



#### KASHMIR...BY DOROTHY LIEBES

The fourth design in Pomona Tile's "Distinguished Designer Series" is Dorothy Liebes' Kashmir, an exciting new concept in decorative ceramic tile. Miss Liebes has suggested Kashmir as both a floor and wall treatment in a unique new application. An extra-hard glaze makes Kashmir ideally suitable for either residential or light commercial installations. It is available in three beautiful color schemes—blue-green, red-orange, and multi-color. For further information, consult your nearest contractor or visit one of Pomona's convenient showrooms.

*Los Angeles · San Francisco · Sacramento · Pomona · Seattle · Salt Lake City · Long Beach  
North Hollywood · Phoenix · Denver · Dallas · Fort Worth · Kansas City · St. Louis · Arkansas  
City · Memphis · Nashville. Executive Offices: 629 N. La Brea Ave., Los Angeles 36, California*

# POMONA TILE

# There's nothing so powerful as an idea!



Some magazines specialize in news or fiction or fashions. Better Homes & Gardens specializes in *ideas*. Ideas that wake people up so their dreams of richer, happier family life can come true. None of the other major media creates quite the same kind of do-something-now mood. The husbands and wives (and their children) who read BH&G don't just *talk* about what they see in their favorite idea magazine. They *do* something about the ideas they see on every page.

The happy truth for *advertisers* is that there's nothing quite so powerful as an idea if you want to make a sale. And Better Homes & Gardens is as full of ideas as a supermarket is full of food! *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans*



$\frac{1}{3}$  of America reads **BH&G** the family idea magazine



Bruce S. Blietz, V. P. of Irvin A. Blietz Organization, nationally known builders, takes 5 minutes to find out how FIAT Shower Floors make better showers possible at lower cost.

## Learn the *money-saving method* for better shower construction

The cross section sample being shown in the photograph above clearly and simply demonstrates why the FIAT PreCast method of shower floor construction is the answer to an age old building design problem. It takes but a few minutes to see how this one-piece floor has many, many advantages over old fashioned, built-on-the-job shower floor construction. It is immediately evident that this solid, monolithic unit does away forever with any problems of leakage. The cut-away view shows how the integral flange forms a watertight seal between the floor and shower wall material (whether tile, plaster, wallboard or structural glass). You can examine how the drain is cast permanently into the floor material and how the inclined floor and raised shoulders deflect water downwards toward the drain. You will appreciate the substantial savings of on-the-job labor and understand why the low installed cost of a PreCast FIAT Floor makes all other shower floor methods obsolete.

**FIAT**

**FIAT METAL MANUFACTURING CO.**

Since 1922...First in Showers / Packaged Showers • Doors • Floors  
Toilet Room Partitions

OUR COMPLETE PLANTS: Long Island City 1, N. Y.; Franklin Park, Ill.; Los Angeles, Calif.; Brilla, Ontario



*See it Now!*

It's so much easier to see the advantages than to read about them. That's why we would like just five minutes of your time to show you this cross section sample. You can save real money and do a better job at the same time. Clip coupon to your letterhead and get full information. No obligation of course.



**FIAT METAL MANUFACTURING CO.**  
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Please have representative contact me.

Send further information on PRECAST SHOWER FLOORS

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Company \_\_\_\_\_

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City \_\_\_\_\_ State \_\_\_\_\_

Type of Business \_\_\_\_\_

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Some magazines specialize in news or fiction or fashions. Better Homes & Gardens specializes in *ideas*. Ideas that wake people up so their dreams of richer, happier family life can come true. None of the other major media creates quite the same kind of do-something-now mood. The husbands and wives (and their children) who read BH&G don't just *talk* about what they see in their favorite idea magazine. They *do* something about the ideas they see on every page.

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Since 1922...First in Showers / Packaged Showers • Doors • Floors  
Toilet Room Partitions

FOUR COMPLETE PLANTS: Long Island City 1, N. Y.; Franklin Park, Ill.; Los Angeles, Calif.; Orillia, Ontario



*See it Now!*

It's so much easier to see the advantages than to read about them. That's why we would like just five minutes of your time to show you this cross section sample. You can save real money and do a better job at the same time. Clip coupon to your letterhead and get full information. No obligation of course.



**FIAT METAL MANUFACTURING CO.**  
9311 Belmont Ave., Franklin Park, Ill.

Please have representative contact me.  
 Send further information on PRECAST SHOWER FLOORS

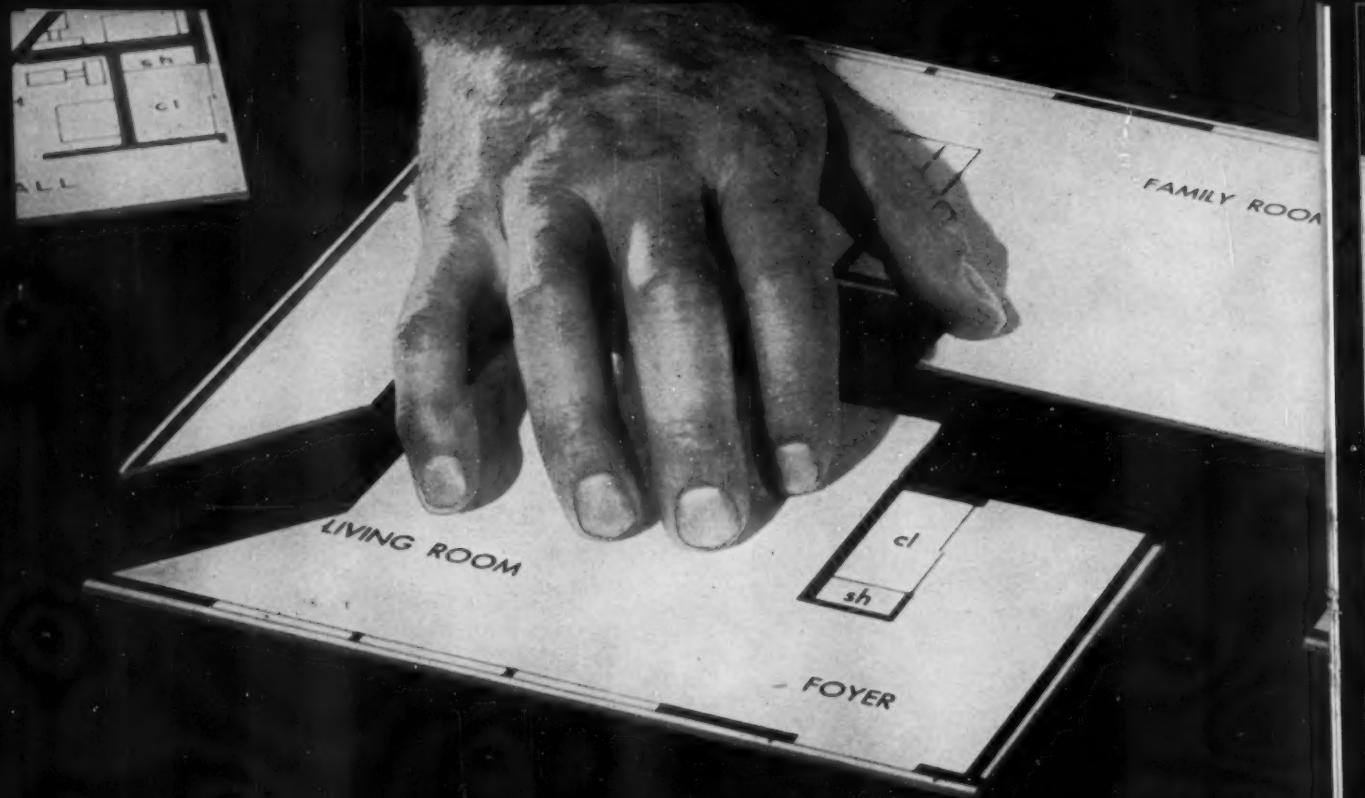
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*The biggest advance in home  
since prefabrication*

# DESIGN-IT-

*in minutes...*



A typical example of the Young American series planned from "Design-It-Yourself" components. One of many houses that you can design and build with floor plans emphasizing any part of the interior you want. A variety of styles for all elevations, choice of siding materials, many roof alternates, plus garage, carport and storage attachments.

Now, through a revolutionary system of design components, American Houses gives you the *one and only* way you can design prefabricated houses to meet virtually any combination of individual, regional, climatic, and price requirements. By combining a few basic components, you can design and estimate a house of your choice in minutes, from foundation to roof. Thousands of possible floor plans, roofs and exterior styles let you plan a



*building*

# YOURSELF\*

*plan a house to fit your market!*

house with those sales features your customers are demanding. What's more, you can erect this same house without sacrificing a single economy of prefabrication. Complete information about the "Design-It-Yourself" system† is now available to established builders and realtors. Sounds too good to be true? Attach coupon to your letterhead today and see for yourself!

\*American Houses, Inc. Trademark. †Patent Pending



**American Houses, Inc.**  
AMERICA'S GREATEST HOME VALUE

S. Aubrey & E. South Sts., Allentown, Pa. • PLANTS: Allentown, Pa. • Lumberton, N. C. • Cookeville, Tenn.

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AMERICAN HOUSES, INC. Dept. AB-1057  
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I am definitely interested in learning about this great advance in prefabrication and how I can profit from it. Rush your "Design-It-Yourself" booklet, and full details on Profitable American Houses franchise.

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The hearts and minds of your most important prospects—  
women—are captured for you by In-Sink-Erator . . . in  
big-space ads like these, in trend-setting magazines  
women trust most: Vogue, Parents', McCall's. Equally  
important, In-Sink-Erator helps you make the most of this  
potent appeal to women right in your model homes . . .  
with plenty of promotion aids to help complete the sale!

**it takes advertising like this  
to sell women!**

# WE SAY IT AGAIN AND AGAIN...

it takes products like these  
to sell homes!

A recent survey proved the tremendous appeal to women of these incomparable garbage disposers. Prove it to yourself by including an In-Sink-Erator in every home you build. No other disposer can match In-Sink-Erator's patented automatic reversing action. No problem with sewers or septic tanks. For a sound plan to help sell homes, see your plumber, or write In-Sink-Erator Mfg. Co., Dept. AB10, Racine, Wis.

# In-Sink-Erator®

originator and perfecter of the garbage disposer





**ECONOMY AND WORKABILITY** of Atlas Mortar cement made it the natural choice for laying concrete block and brick facing on the University Hotel Court, tourist court operated by W. R. Bedgood in Athens, Ga. The engineer was H. K. Nicholson and the contractor, Randall Bedgood.

## **ATLAS® MORTAR cement stays workable, spreads easily, saves time on the job**

- Builders report the excellent workability characteristics of Atlas Mortar cement help keep costs down in masonry construction.
- Superior plasticity of Atlas Mortar mixes means less droppage, less waste.
- Atlas Mortar's quality-controlled manufacture assures uniform performance and appearance, job after job. (Complies with ASTM and Federal Specifications.)

Write for your copy of "Build Better Masonry,"  
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**UNIVERSAL ATLAS CEMENT COMPANY**—member of the industrial family that serves the nation—**UNITED STATES STEEL**

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# Quality Building Specialties



## SIZES AND STYLES

Door Sets in Stainless Steel or Bronze to fit 2'6" x 6'8" (30" x 80"); 2'8" x 6'8" (32" x 80");

3' x 6'8" (36" x 80"); 3' x 7" (36" x 84") available with any of following accessories: with El-S Stain. Steel & Felt bottom, with El-A Alum. & Felt bottom, with El-B Brass & Felt bottom, with

Aluminum Threshold AF-1 1/4", with Brass Threshold BF-1 1/4", with Alum Threshold AFT-3 1/2", with Alum. Threshold AFFT-3 1/2", with no door bottom Lock keeper strips in boxes of 25 or 50

## M-D Numetal WEATHER STRIP PACKAGED DOOR & WINDOW SETS

### DOOR SET WITH METAL & FELT DOOR BOTTOM

Completely packaged with all necessary strips, nails and instructions. Sets are available with or without metal and felt door bottom.

### DOOR SET WITH THRESHOLD & EXPOSED HOOK

Packaged door sets are also available with metal threshold and exposed hook. Sets are complete with nails, screws and instructions—ready to use, ready to sell!

### PACKAGED SETS FOR WINDOWS

Here again in one package is a complete weather strip set for one window. Available for all standard 28", 30", 32" and 36" double hung windows. M-D's packaged window sets save selling time cut handling costs . . . make inventory easy

## M-D Nu-WAY WEATHER STRIP



Fast-selling because it's so easy to put on. This is the "original" coil metal and wool felt weather strip. Each individual carton contains one 18 ft. roll with nails and instructions. Packed 12 cartons in free display.



## M-D On-GARD COIL WEATHER STRIP

The ideal coil metal weather strip which comes in handy rolls—100 ft. each in individual carton—8 sizes from 9/16" to 1 1/2" wide . . . or in 17 ft. rolls 1 1/2" in individual carton packed 12 to a display. Available in stainless steel or bronze. Specify metal, width and lengths desired



**MACKLANBURG-DUNCAN CO.**

P.O. BOX 1197 • OKLAHOMA CITY 1, OKLAHOMA

# Keep Weather Out...Keep Sales Up!

## M-D Nu-GARD Automatic DOOR BOTTOM



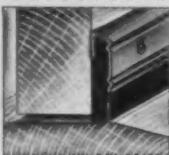
**UP**  
automatically to clear carpet easily when door opens



**DOWN**  
snugly against floor to seal out drafts when door closes

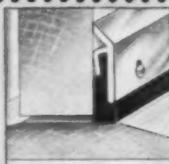


Here's the perfect door bottom for all doors. Completely solves old problem of clearing rug or floor every time door opens—felt strip automatically raises. Smartly designed and available in silvery-satin finish or anodized Albras (permanent brass color) finish on shield—neither will rust or tarnish. Packed in individual cartons for 28", 32", 36", 42" and 48" doors.



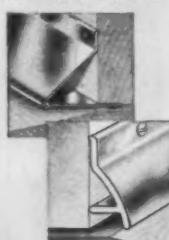
### M-D Nu-GARD DOOR BOTTOMS

Made of extra thick wool felt and heavy gauge stainless steel, brass or aluminum. Standard lengths 28", 30", 32", 36", 42" and 48"—packed one dozen same length to carton. Special lengths also available.



### M-D Extruded Aluminum DOOR BOTTOM

Heavy duty door bottom with extra thick wool felt. Packed in individual poly tube. Available in natural Alacrome and in 3 permanent Anodized finishes. Standard lengths 32", 36", 42" and 48".



### M-D DRIP CAPS for windows and doors

Prevents rain from draining or blowing under door or wood basement windows. At left is DCB Brass or DCA Aluminum. Holes punched, nails furnished—comes in any length.

**Extruded Aluminum DRIP CAPS**  
New, heavy duty drip cap. Packed in individual poly tube. Available in natural Alacrome and in 3 permanent Anodized finishes. Standard lengths 32", 36", 42" and 48".

**DEALERS** Order direct today.  
Your order shipped promptly.

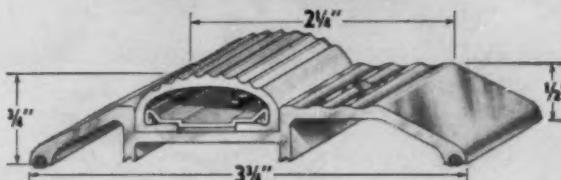
## M-D SPEED LOADS

Meets Federal Specifications TTC-591 (Grade 1)



Now shipped in 12-pack or 24-pack, M-D Speed Loads are available in Off-White or White colors, with or without plastic nozzle. Off-White load without nozzle shipped unless specified. Freight prepaid and allowed on orders of four 24-packs (96 loads) or more. Remember to order in multiples of 12 or 24.

## M-D Extruded Aluminum THRESHOLDS



Now comes with vinyl calking strips on each foot

Now M-D Extruded Aluminum Thresholds Nos. AP-3 1/2 and AP-118 have vinyl calking strips along the outside foot on both sides, as well as the replaceable vinyl insert on top. Also available in Anodized Albras (brass finish—never tarnishes—never needs polishing).



Above is application on the bottom of a door of the AP-158 Threshold.

**BUILDERS** Sold by hardware, lumber and building supply dealers throughout the country.

**Sold...3 times, at \$15,400**



# ...with Insulite Roof Deck

*"Buyers are really excited about open-beam design," says Roy Biscamp, Beaumont, Texas*

It was no great surprise to builder Roy G. Biscamp when a buyer snapped up this striking 3-bedroom home, with open-beam ceilings throughout, long before it was finished. But when two more buyers showed up soon after... and each ordered an exact duplicate of this home... he knew that Insulite Roof Deck had tremendous buyer appeal.

Using 2,700 sq. ft. of 2" Roof Deck, he found that application was "the fastest and simplest

I'd ever seen... and we'll cut costs even more on future jobs." Beams were grooved, wired and painted before Roof Deck went on—so the decking, insulation and finished ceiling provided by the Insulite panels completed the job in a hurry.

By specifying 2" Insulite Fiberglas Wool in sidewalls, architectural designer Eddie Stackpole was able to air condition this 1,160 sq. ft. home with an economical 2-ton unit. "Buyers are mighty happy about that low-cost cooling," says Biscamp, "but an even bigger attraction is those high, light, handsome beamed ceilings." Want information on Roof Deck? Write us—Insulite, Minneapolis 2, Minnesota.

"FIBERGLAS" IS REG. T.M. OWENS-CORNING FIBERGLAS CORP.



**Handsome exterior lines** of Biscamp's first Roof Deck home drew favorable comment from buyers. Notice how the roomy carport area, created by extension of the roof line, makes home seem much larger. Yet this nice feature adds little to total cost.



**"Nothing sells homes like ideas,"** says Roy Biscamp (left); and he proves it with his fast-growing business in Beaumont, Texas. Biscamp works closely with designer Eddie Stackpole (right).

**build better, save labor, with**  
**INSULITE®**



**INSULITE**, made of hardy Northern wood. Insulite Division of Minnesota and Ontario Paper Co., Minneapolis 2, Minn.

Alcoa does not make paint, but Alcoa Aluminum Pigments are used in more aluminum paints than any other brand.

# Alcoa gives aluminum

## ALUMINUM PAINT



Prevent warpage in wooden components by back-painting with Aluminum House Paint: door frames, windows, sills.



Brick, concrete block or poured concrete walls take on a smoothness and beauty when finished with aluminum paint. It bonds tightly, seals pores, reflects light and heat.

# paint a \$1,000,000 push



Paint all metal components with Aluminum Metal and Masonry Paint for longer life and better finish coats.



Aluminum enamel is the ideal protective and decorative finish for hot-air ducts, steam pipes, radiators and other metals exposed to heat. Good for temperatures ranging as high as 800° F.

the terrific hiding power of aluminum paint makes it a favorite with builders—even for rough timber and coarse masonry.

The tiny flakes of pure Alcoa® Aluminum form a multi-layer film that bars moisture, covers thoroughly. Paint like this is a sign of quality in the homes you build.

Right now, 40 million people are being presold on quality building products made from aluminum. These products are being identified by Alcoa's Care-free tag. It's a million dollar promotion on television, in national magazines, in local newspapers.

Any house you build can be more Care-free. How much will depend on how extensively you use these Care-free aluminum products. We'll gladly tell you more about them and the unprecedented selling force behind them. For more information on aluminum paint, write for *Painting With Aluminum and Aluminum Asphalt Roof Coatings Make Time Stand Still*. Aluminum Company of America, 1965-K Alcoa Bldg., Pittsburgh 19, Pa.



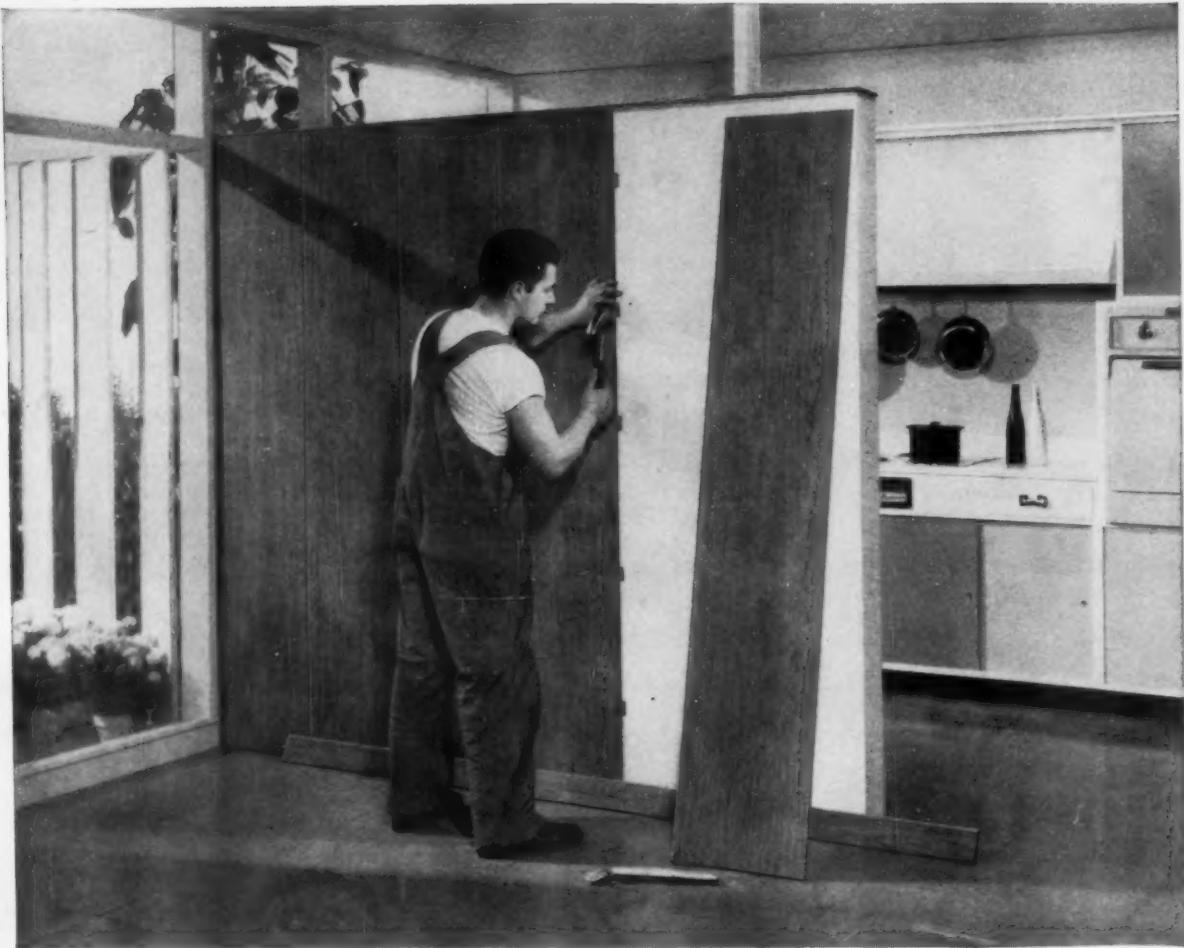
Your Guide to the Best in Aluminum Value



These aluminum products complete the Care-free picture.



NEW! "ALCOA THEATRE"  
Exciting Adventure  
Alternate Monday Evenings

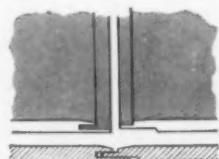


## For beautiful walls, job after job— easy to install Marlite Plank and Block

You'll cut days off completion time, add customer appeal with new Marlite Plank and Block. This easily-installed paneling is applied over plaster, plasterboard, plywood or existing wall surfaces with adhesive. Simple clips speed installation; make fitting easy. And Marlite's soilproof melamine plastic finish stays clean and bright with an occasional damp cloth wiping; drastically reduces maintenance time and expense.

Planks (16" x 8') and Blocks (16" square) are available in modern, new Loewy-styled colors plus distinctive wood and marble patterns. Before your

next building or remodeling project, get complete Marlite details from your building materials dealer, Sweet's File, or Marlite Division of Masonite Corporation, Dept. 1003, Dover, Ohio.



Marlite's exclusive tongue and groove joint eliminates the need for joint coverings, conceals all fastening, adds the perfect finishing touch to every interior. This  $\frac{3}{16}$ " material combines beauty and ease of installation with low maintenance.

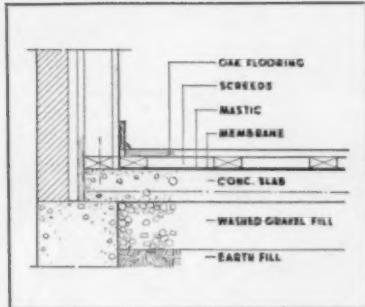


*that's the beauty of* **Marlite®**  
plastic-finished paneling

MARLITE IS ANOTHER QUALITY PRODUCT OF MASONITE® RESEARCH

## Low-cost method for

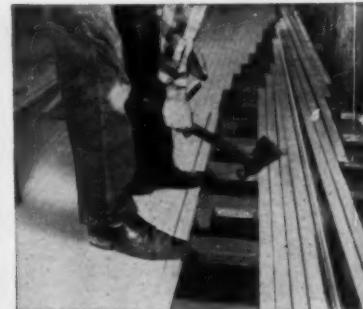
# installing strip oak floors over concrete slab foundations



1 Start with a well-constructed concrete slab. Use a surface moisture barrier of 15-lb. asphalt felt or polyethylene film embedded in mastic.

2 With moisture barrier in place, apply mastic to secure screeds over entire slab surface or in "rivers" along lines where screeds will be positioned.

3 For screeds, use flat, dry 2x4s in random lengths from 18" to 30". Screeds should be preservative treated to prevent rot or termite damage.



4 Lay screeds flat side down in staggered pattern on 12" centers at right angles to proposed direction of finished floor. Lap joints at least 4".

5 Leave a minimum gap of 1" between ends of screeds and baseplate around edges of room to allow for normal expansion of the finish flooring.

6 Use only tongue-and-groove and end-matched strip oak flooring. Blind nail to each screed. Stagger end joints for strength and appearance.



7 Wide baseplate along two walls is recommended to provide a good nailing surface for flooring ends, increasing rigidity of the installation.

8 Sand and finish flooring in usual manner, or use prefinished flooring. This installation method has proved successful in thousands of homes.

You know you're right  
when you use oak  
floors...in any home

Mail for FREE installation manual



National Oak Flooring  
Manufacturers' Association  
806 Sterick Building,  
Memphis 3, Tenn.

Please send free copy of "How to install  
hardwood strip floors over concrete slabs."

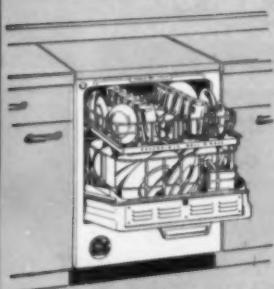
Name \_\_\_\_\_

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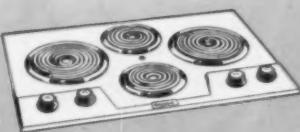
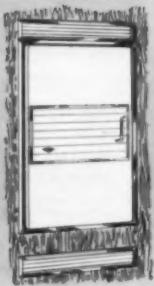
# "There's a good reason



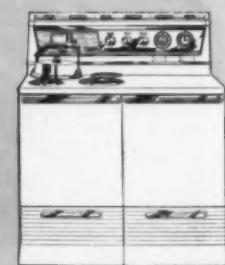
The Hotpoint Line is the Builder's Line of Appliances—offering you perfect combinations for homes in every price bracket!



Hotpoint Dishwashers offer  
Spot-Less Washing, Spot-Less  
Rinsing, Spot-Less Drying.



The widest variety of Built-In Models and  
Prices—5 Ovens, 7 Surface Cooking Units, 3  
Refrigerators, 1 Freezer, 3 Modular Kitchens!



The Hotpoint Line of 9 Ranges offers  
the right model for every home—  
plus an Electronic Cooking Center.

# for the crowd...”

He's right, of course. And that reason is dynamic merchandising. In today's competitive market, it takes well-planned selling material to bring crowds of prospective buyers to model homes.

That's why Hotpoint has developed for qualified builders a sales promotional program which is unequalled in the industry. It is unequalled because of its scope—and because Hotpoint will tailor-make all of the materials to sell your homes to your market.

You supply your Hotpoint Distributor's Builder Specialists with the facts and the features of your homes. Then Hotpoint merchandising experts will go to work planning and preparing everything you need to arouse sales action in your community.

Your teaser advertising and advance publicity will start to work prior to your Grand Opening—to let the public know that "something big" is about to happen.

Your selling campaign will reach its climax during Opening Week—with newspaper and radio publicity and advertisements. At the home site, you'll have brochures, directional signs, and point-of-sale material.

Then follow-up advertising and publicity will maintain a flow of prospects until your last home is sold.

There's a good reason why Hotpoint expends so much effort to help qualified builders sell homes. We want builder business and we know that the way to get it is to earn it.

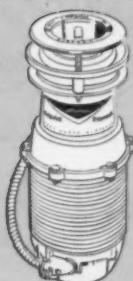
*\*For details on Hotpoint's merchandising support, contact your Hotpoint Distributor's Builder Specialist today.*

**Hotpoint** (A Division of  
General Electric Company)

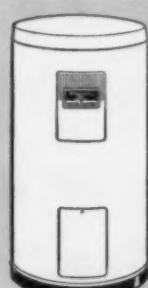
5600 West Taylor Street, Chicago 44, Illinois

Before you plan your show house for the Parade of Homes or National Home Week, be sure to ask about the spectacular Hotpoint Home Selling Program.

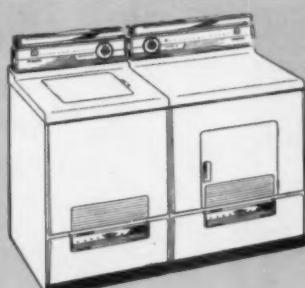
*There's nothing like it in the industry!*



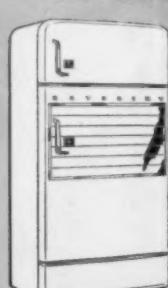
Famous Hotpoint Disposal® Food Waste Disposers in two models.



Electric Water Heaters in 3 styles—Built-in, Round, and Table-Top Models.



The Hotpoint Home Laundry Line—5 Washers, 7 Dryers, 1 Washer-Dryer combination, 5 style-matched pairs!



Hotpoint Out-Front Design Highlights 2 Refrigerators, 7 Refrigerator-Freezers, 3 Chest Type, and 2 Upright Freezers.

Please your nearest Hotpoint  
Distributor's Builder Specialist!

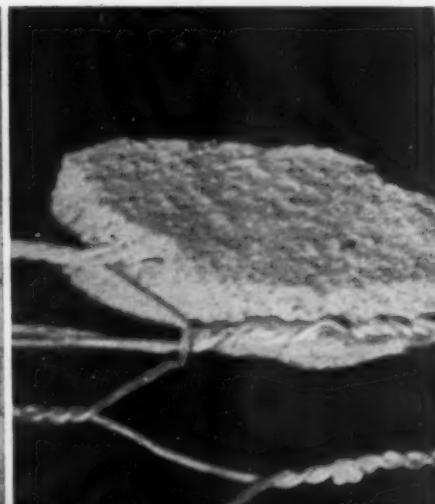
**ALA.** Birmingham, AL 4-4321  
Mobile, ME 2-3511  
Montgomery, MO 5-8160  
**ARIZ.** Phoenix, AL 6-6721  
**ARK.** Little Rock, PR 5-1231  
**CAL.** Fresno, AD 7-4175  
Fresno, AM 8-4711  
Los Angeles, RA 3-8861  
Oakland, GL 1-5491  
**CONNECT.** Sacramento, CA 2-8976  
San Francisco, CA 4-4281  
San Diego, CA 4-4281  
San Francisco, CA 1-5131  
**COLO.** Denver, AM 6-0671  
**CONN.** Bridgeport, PO 7-5356  
Hartford, JA 5-0815  
**DEL.** Wilmington, OL 6-7761  
**FLA.** C. Washington, HU 3-6820  
Jacksonville, IL 5-2416  
Miami, NE 4-6194  
Orlando, OL 5-5443  
Tampa, TA 2-7179  
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Savannah, AD 6-0421  
**IBAMA** Boise, BO 3-2394  
**IL.** Chicago, HA 7-2860  
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Springfield, SE 5-4509  
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Indianapolis, HE 4-8843  
Muncie, AT 4-1457  
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**IOWA.** Davenport, DA 4-3581  
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**KANS.** Kansas City, MA 1-4388  
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**LA.** Baton Rouge, HE 4-7093  
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**MA.** Boston, CE 4-0516  
**MASS.** Boston, AM 4-2050  
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Minneapolis, MI 6-1621  
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**MO.** Joplin, MA 4-1873  
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**NEBR.** Omaha, JA 4073  
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**NEV.** Albuquerque, AL 3-0179  
**NY.** T. Albany, AL 4-1201  
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Buffalo, SU 7150  
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**ND.** O. Akron, JE 5-1143  
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Greenville, SC 2-2881  
**SD.** E. Sioux Falls, SI 4-5201  
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Richmond, BI 6-4948  
Roanoke, RO 4-2240  
**WASH.** Seattle, RV 3021  
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Wheeling, CE 2-8400  
**WIS.** Appleton, RE 3-4020  
Milwaukee, BR 6-3822



# KEYWALL

Galvanized

Masonry Reinforcement



"I have no problem getting masons to lap KEYWALL. I prefer a 2-foot lap. When it's lapped, it doesn't interfere with the embedment. Yet it gives the full reinforcement value of continuous wire," Mr. Gans points out.

Wherever walls intersect, Mr. Gans uses KEYWALL to tie them together. "It is easy to place in alternate joints as shown," he explains. "And KEYWALL bends out of the way, removes the hazard of projecting rods or wires."

"Reinforcement is only as good as its bond. This section of joint shows how KEYWALL is fully embedded in the mortar to provide an exceptional bond. Actually, the hexagon mesh becomes locked into the mortar," says Mr. Gans.



Note the full embedment of the face shell of these units. KEYWALL helps hold mortar in place, giving a stronger, more weather-tight wall.

When a 2-day-old course of masonry was removed from the wall this section of five units came out in one piece. The load of this beam is carried by the KEYWALL reinforcement in the mortar joint.



## "EXCLUSIVELY, NOW"

says Al Gans, Masonry Superintendent  
R. S. Ursprung Company  
Cleveland, Ohio

"I believe in reinforced masonry," says Al Gans. "In fact, I was one of the first in Cleveland to use it. But I was never satisfied with results until Keywall came along."

"It looked right to me. I tried it out. It solved the

problems I had with other types. The results in the wall have lived up fully to my expectations. Today, I use no other type."

Here you see some of the ways Mr. Gans is using KEYWALL to get better, stronger walls.

## KEYSTONE STEEL & WIRE COMPANY

PEORIA 7, ILLINOIS



"I build a chase in the wall. Pipes, ducts and conduits are easy to install when KEYWALL is used. I run the KEYWALL right through the chase," Mr. Gans explains. "The center mesh can be cut away as required without destroying the reinforcement value."



"You can't beat KEYWALL as a wall tie," according to Mr. Gans. "It does everything a wall tie should do, and does it better. In addition, it gives reinforcement. What's more, this double-duty product costs no more in the wall than the ordinary non-reinforcing type of wall tie. With KEYWALL I omit header courses, too. KEYWALL doesn't shear when walls move, as header brick do. It's easy to see why I'm so enthusiastic about KEYWALL."



Most efficient cutting cycle known!  
Blade is in contact with work only on  
cutting stroke—moves up and *away* on  
relief stroke. No "drag"—blades run  
cooler, last far longer, cut faster.

Brand new—  
from Porter-Cable!  
**greatest  
all-purpose saw  
ever made!**

—will actually plunge cut right through the side of a house!

Porter-Cable's new Multi-Saw cuts almost *any* "cuttable" material faster! It breezes through wood, metal, plywood, plastic laminates, plaster, asphalt—practically any "cuttable" material. It plunge cuts without a starting hole—has  $\frac{3}{4}$ " capacity in aluminum,  $\frac{1}{4}$ " in steel. Never has *any* saw been able to do so much with such ease and speed.

You get these exclusive features: orbital-action for faster cutting, offset blade to allow "close" cutting within  $\frac{3}{8}$ " of walls and uprights, T-shaped forward handle for complete control of tool even in awkward cutting positions. And with precision ball bearings throughout it operates almost without vibration.

The new Multi-Saw is a dream tool—ideally suited for plumbers, electricians, carpenters, heating and air conditioning contractors. See it at your Porter-Cable dealer—or write for full information.

**PORTER-CABLE MACHINE COMPANY**  
7010 N. Salina St., Syracuse 8, N. Y.  
saws • drills • sanders  
routers • shapers • planes

In Canada: write Porter-Cable Ltd., Box 5019,  
London, Ont., Canadian prices slightly higher.

**Porter-Cable**  
*Quality Power Tools*



Residence: Frank Quement. Designer and Builder: Robert L. Dodge

**CreZon**

*The permanent,  
protective overlay  
for plywood*

## *CreZon overlaid plywood siding is HELPING HIM CLOSE THE SALE*

"Sold!" What single word rings more happily in a builder's ear?

Helping to close that sale is siding of CreZon overlaid plywood. Because homes with CreZon siding find a ready market . . . they look better, last longer and slash maintenance cost over the years—important sales features for today's discriminating buyers.

And siding of CreZon plywood is one "extra" that actually saves time and money in construction. Easy-to-work CreZon plywood siding goes

up in a hurry with a minimum of trim loss.

You save, too, on paint and painting time because the velvet-smooth CreZon surface requires no excessive priming and sanding. *There is no grain pattern that must be hidden!* Two coats do the job of three.

Use CreZon overlaid plywood on your next job. Discover the "extra" that actually saves you money. For technical information, see Sweet's Light Construction File <sup>1a</sup>, Architectural File <sup>2b</sup>, or A.I.A. File 19-E-5.

### **CREZON OVERLAID PLYWOOD IS AVAILABLE UNDER VARIOUS TRADE NAMES FROM THESE LEADING MANUFACTURERS AND THEIR DISTRIBUTORS:**

Diamond Lumber Company

Portland, Oregon

Georgia-Pacific Corporation

Portland, Oregon

Edward Hines Lumber Company

Chicago 2, Illinois

Mount Baker Plywood Inc.

Bellingham, Washington

Roseburg Lumber Company

Roseburg, Oregon

St. Paul and Tacoma Lumber Co.

Tacoma, Washington

United States Plywood Corp.

New York 36, New York

Walton Plywood Company

Everett, Washington

Also available in Canada through:

Canadian Western Lumber Co.

New Westminster, B. C.

MacMillan & Bloedel, Ltd.

Vancouver 1, B. C.

Western Plywood Co., Ltd.

Vancouver 15, B. C.

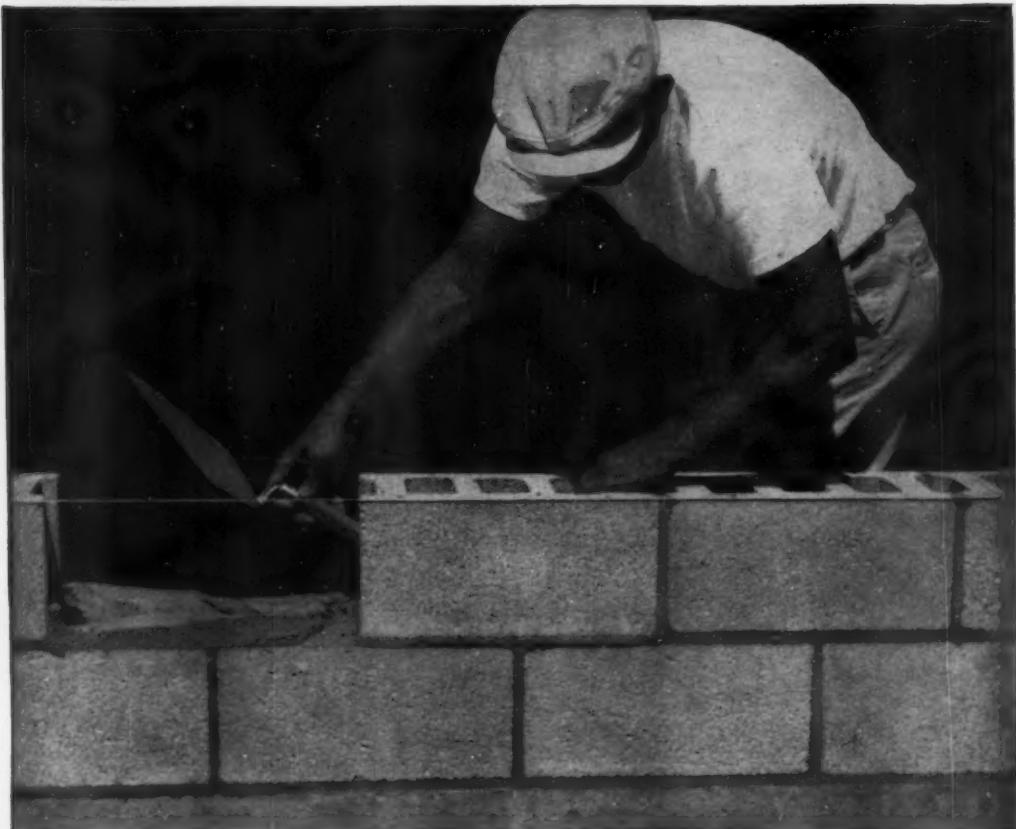
Another quality product by



**CROWN ZELLERBACH**

# BRIXMENT

## *Better Mortar for Blocks*

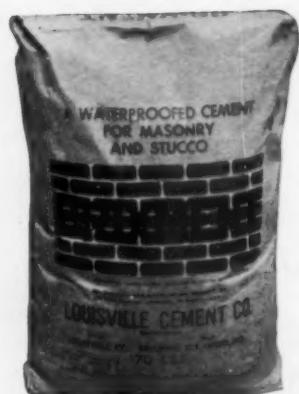


### STAYS WORKABLE LONGER

To get a good bond between concrete blocks, the bricklayer must shift and adjust each block to its final position, before the mortar has stiffened.

Brixment makes it easier for the bricklayer to do this. Brixment mortar stays plastic longer in the wall because it has high water-retaining capacity, which provides greater resistance to the suction of the block. This gives the bricklayer more time to adjust and shift the block to its final position, while the mortar is still plastic enough to form a good, tight bond.

**Louisville Cement Company . . . Louisville 2, Kentucky**



IN BEL AIR ADDITION...

*the  
woman's touch  
home!*

Want a tailor-made brochure  
to help sell your homes?

What Lennox is doing to help builders like G. J. Rogers make their homes the talk of the town, we can do for you. Personalized, custom-built brochures like this (one of several designs available) are just one effective phase of a sound, complete designs available) plan that's boosting builder sales from coast to coast. For information, see your local Lennox Dealer, or write Lennox Industries Inc., Merchandising Dept. AB-10, Marshalltown, Iowa.

*More families buy*

**LENNOX**

*world leader in all-season  
air conditioning for the home*

© 1957 Lennox Industries Inc., Heating and Air Conditioning, founded 1895; Marshalltown and Des Moines, Ia.; Syracuse, N.Y.; Columbus, O.; Decatur, Ga.; Ft. Worth; Los Angeles; Salt Lake City. In Canada: Toronto, Montreal, Calgary, Vancouver.



Lennox  
woman's  
touch  
home



**Bel Air** ADDITION

IN MINOT

**CONSTRUCTION BY ROGERS**

## BEL AIR HOMES WITH THE

*Woman's*



Most builders just talk *about* women and their needs.

But we talked *to* them . . . listened to their ideas  
and complaints . . . *then* built these homes with the woman's touch!

Here are workable, livable, beautiful homes

that really *satisfy* your needs . . . homes with features  
that make it easier for you to be a more efficient homemaker,  
a better wife and mother. For instance, there is a  
Tappan built-in range and oven, G. E. dishwasher and disposal.

And the Lennox gas heating provides the following:

### *Better Health*

no drafts or icy floors,  
no up and down temperatures to  
cause colds.

### *Beauty Care*

Air that's controlled for  
temperature and humidity pampers  
your complexion, glorifies your hair.

### *Cleaner Home*

Lennox traps most airborne  
house dust; saves housework, cleaning costs.

### *Greater Comfort*

Air that is evenly warmed,  
clean and circulating, fills every room,  
with unsurpassed comfort.

*Touch*

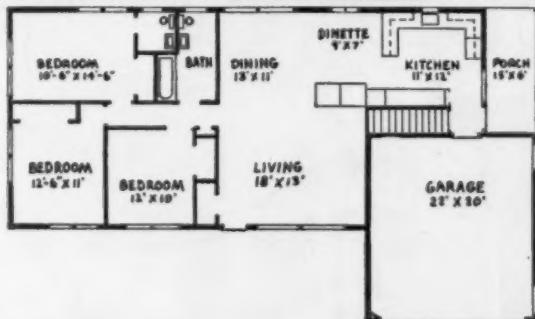
SATISFY A WOMAN'S NEEDS...

THEY HAVE **LENNOX** COMFORT-CONDITIONING !



## *The Bel Air*

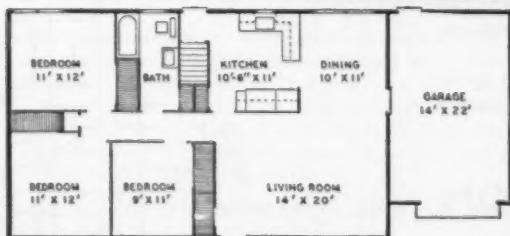
This lovely home has three large bedrooms, 1½ baths, a big dining area and a dinette off the kitchen. There is a rear porch, full basement and your choice of single or double garage. You also get your choice of exterior and interior decoration . . . awning or casement windows.



Truly a home with the Woman's Touch.



## *The Dellwood*



This well-planned home has an excellent traffic arrangement... a real help to housekeeping. There are lots of closets and a full poured-concrete basement. Your choice of hip or gabled roof, single or double garage, exterior treatment and inside decoration.

A wonderful three-bedroom home at a price you will like.



## The Lanewood



A popular split-level home designed with the woman in mind. The four large bedrooms and two baths are isolated from the rest of the house. Loads of closet space, kitchen with eating space, dining room and a living room away from the flow of traffic, and spacious family room are answers to the woman's wish.

Of course you have your choice of exterior and interior handling.

## HERE'S THE WAY TO HAPPY LIVING Bel Air ADDITION

This map shows the location of Bel Air in Minot. Here you have police and fire protection ... paving, street lights, sewer, gas ... yet taxes are moderate.

School is just across the street ... six blocks to shopping area ... all churches are easily accessible and there is bus service downtown.

We invite you to compare. Our 20 years of experience show in the quality of Bel Air homes. We will be pleased to point out the many Woman's Touch features.

**G.J. ROGERS BEL AIR ADDITION**

4TH AVE. & 25TH ST. N.W.

PHONE 64-110



# Announcing **shadowal** concrete masonry



Shadowal block for the home adds new dimension and character to a room. The standard modular 8" x 16" face makes it easy to lay-up in the wall.



Shadowal block for the exterior of industrial buildings gives the effect of expensive special shapes at only slightly more than the 8" x 8" x 16" units.



## the block with 1000 faces

### *Shadowal block available from NCMA members*

Now from NCMA's extensive research comes a standard modular concrete block with a pattern built into the face. The variety of intricate patterns is limited only by the imagination of the user. You can save expensive wall finishing costs and still build new beauty into all types of structures at little extra cost.

Call your local NCMA member—ask him to show you samples of versatile Shadowal units.

**National Concrete Masonry Association • 38 South Dearborn • Chicago**



#### **Shadowal Block Portfolio**

*Get the complete story about Shadowal block from your nearest NCMA member. Contains many brand new wall patterns.*



## BRUCE RANCH PLANK

The alternate widths, medium-dark decorator finish and factory-inserted walnut pegs of Bruce Ranch Plank radiate charm and informality.

## BRUCE STRIP

The quiet beauty of Bruce Strip makes it ideal for halls and bedrooms. More than 400,000 home owners now enjoy this beautiful floor.

## BRUCE BLOCK

The pleasing formal quality and smart pattern of Bruce Blocks make this floor preferred for living-dining areas. Easily blind nailed or laid in mastic.

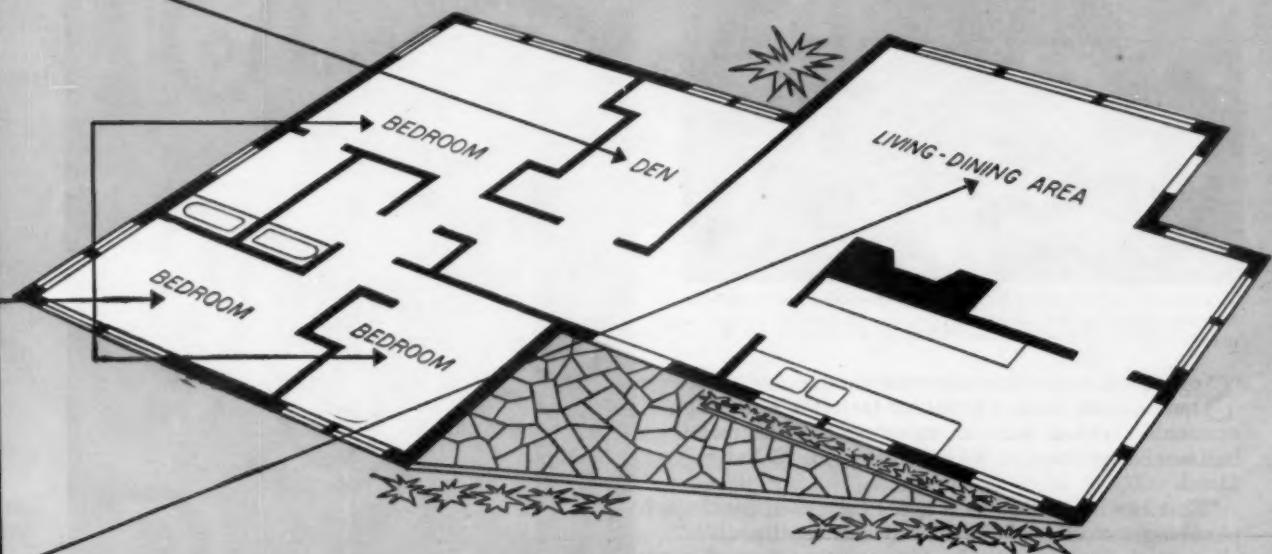
# Use all 3 Bruce Floors to give a home style and variety

Add sales-exciting variety to your homes by using all three styles of Bruce's popular PREfinished oak floors.

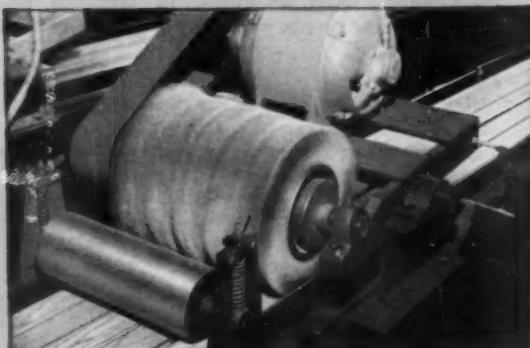
Women love the way these floor designs help set the right tone for each area of a house. Their high decorative interest provides room-by-room individuality which makes any home more attractive . . . and the beautiful factory-applied finish is tops in durability.

All three Bruce PREfinished Floors are laid just like any other wood flooring—by blind nailing. But there's no expensive, time-consuming sanding and finishing. You can complete houses three to four days faster.

Find out now how Bruce PREfinished Floors can add sales appeal and extra value to your houses at little or no extra cost. Mail coupon for full data.



## Bruce PREfinished Hardwood Floors



Get the facts today ▶

### They're PREfinished! EXTRA BEAUTIFUL, EXTRA DURABLE

Bruce PREfinished Floors are given the finest finish ever developed for oak floors . . . a finish that is baked into the wood at the factory and then waxed and polished to a beautiful, lasting, satiny sheen. Sure to please all buyers!



E. L. BRUCE CO.

1440 Thomas St., Memphis 1, Tenn.

Send complete data on Bruce PREfinished Floors.

Name

Address

MOTEL OWNER EXPLAINS WHY

## ALL-COPPER PLUMBING IS A SOUND BUSINESS INVESTMENT



The new 24-unit, 2-story "3 Judges" Motel, just off the famous Wilbur Cross Parkway, at New Haven, Conn. Architect, Caproni Associates, New Haven; consulting engineer, R. S. Leigh, Woodbury; plumbing contractor, J. V. Ursini Co., New Haven.



The light weight of copper tube makes it possible to pre-assemble sections. Units like this, or even larger, can be handled and set in place easily.

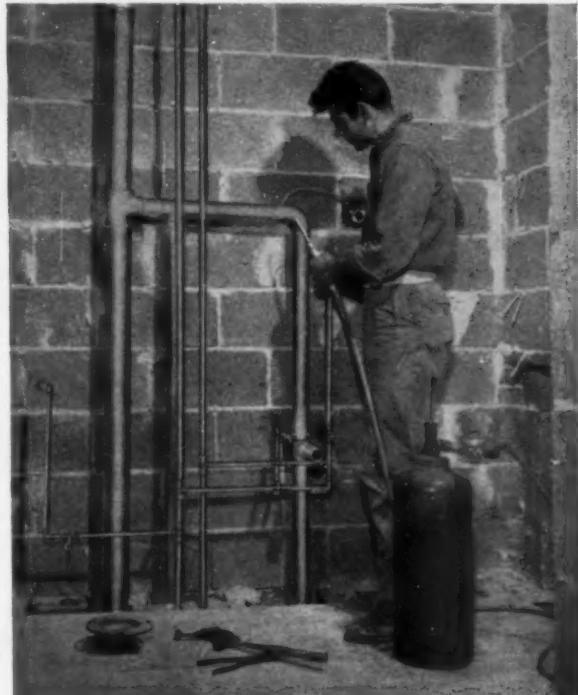
**S**OUND, but economical, construction and low maintenance cost are two important factors in achieving reasonable returns from an investment in the motel business," says Stephen Nichols, owner of "3 Judges" Motel.

"That is why we wanted copper tube used for the plumbing, including all the sanitary drainage lines. We eliminate future repair and replacement expenses due to rust. With smooth copper tube there is much less chance of clogged lines. And we made savings in construction costs because extra wide plumbing walls were not needed."

**OWNER, BUILDER, CONTRACTOR**—all benefit when the use of copper tube for plumbing includes the sanitary drainage system and these benefits apply whether it is a commercial building, a housing development or a single home.

Plumbing contractors report that roughing-in is faster; their men like to work with copper for it is easier to handle and makes a neater job.

Builders say that by using the space-saving, trim copper tubes and compact solder-joint fittings they can locate bathrooms and utilities where desired without complicated and expensive construction to provide the extra space needed for the installation and maintenance of heavier and bulkier piping.



Copper tube and solder-joint fittings make a compact, space-saving installation. A 3" copper tube with fittings can be installed within a standard 4"-wide partition.

Owners have assurance of freedom from rust troubles, and homes with copper plumbing have higher resale values.

**Anaconda Copper Tubes**—Types K and L for water supply and heating lines; Type M and the new lighter weight Type DWV for the sanitary drainage system. Anaconda wrought and cast solder-joint fittings in types for pressure and drainage applications. Write for booklet—Anaconda Publication C-33. Address: The American Brass Company, Waterbury 20, Conn. In Canada: Anaconda American Brass Ltd., New Toronto, Ont.

**ANACONDA®**  
AVAILABLE THROUGH PLUMBING WHOLESALERS

**COPPER TUBES AND FITTINGS**  
Products of The American Brass Company

O C T O B E R

## He's got the secret of COST CUTTING



That's why we picked builder Bob Schmitt as  
"The Big Story" for October's American Builder

**W**e should look at ourselves as manufacturers, not contractors."

That, simply stated, is Bob Schmitt's "secret of cost cutting." It has enabled him to set up what may well be the most efficient construction system for small builders in the country, and to cut his costs from fifteen to twenty per cent below his nearest competition. It lets him build with equal efficiency houses from \$15,000 to \$35,000, and still attain a degree of design and planning flexibility normally enjoyed only by the custom builder. In short, it's the answer to a small-volume builder's prayer.

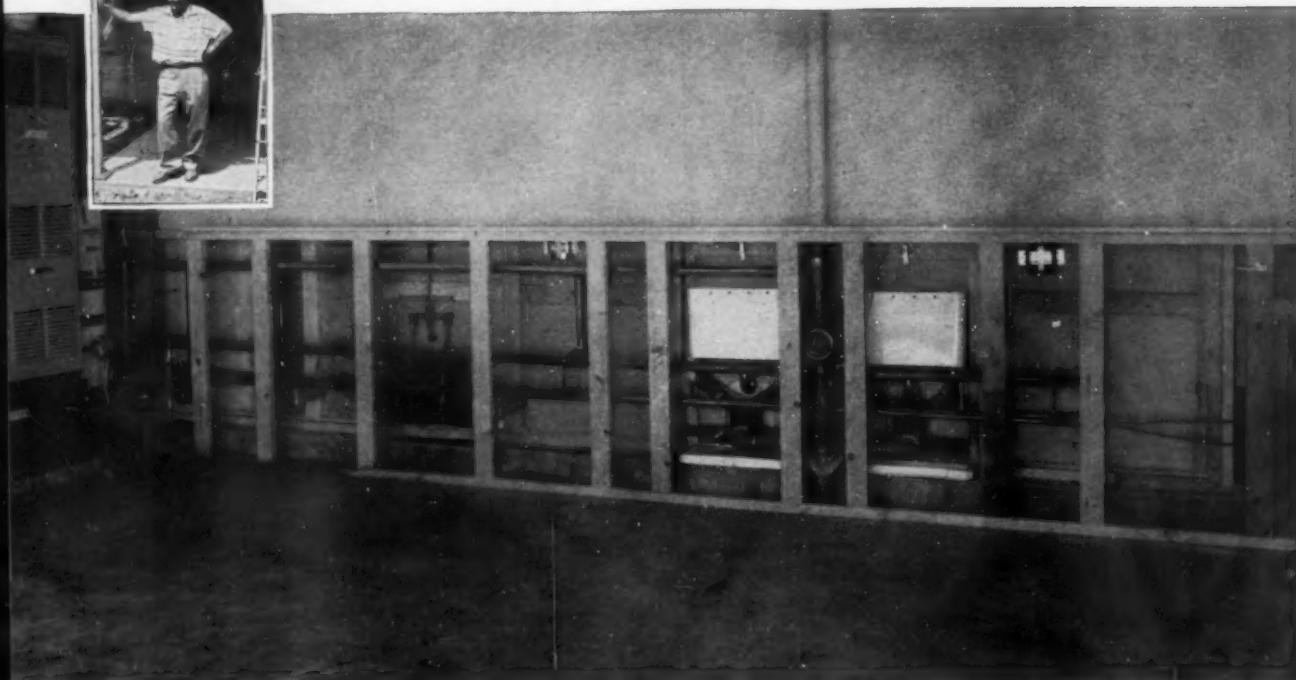
Schmitt's problem when he started building was the same one that most builders have: how to get maximum production out of a small builder's limited capital and manpower. The answer was to set up production so that building time was lessened, the number of houses built a year proportionately increased. Schmitt's present houses are big—\$27,500—yet their construction time from start to finish is only five weeks. Last year, with a 30-man crew, Schmitt built 70 smaller houses. That's better than two houses per man a year!

Every part of Schmitt's building system is built around one fundamental idea: "You've got to think of the house as a unit. No one cost-cutting idea is worth the paper it's written on unless it helps the job as a whole. An idea that speeds up slab finishing is no good if it slows down flooring. All parts of the job have to be engineered to work together."

Few of the ideas on the following pages are new; many of them have been used by thousands of other builders. It is in their relationship to each other that they are important. It is by working together in a smooth, continuous system that they make possible such dramatic economies. And most important, it is by such ideas and systems that the small-volume builder can compete successfully with the big developer.

Let's look at Schmitt's system

HE'S GOT THE SECRET OF COST CUTTING continued



PLUMBING WALL ACROSS GARAGE serves two baths, laundry, and at left, kitchen, furnace, and hot-water heater

## A cost-cutting system doesn't just

The plumbing wall shown above is a superb example of Schmitt's principle that a cost cutter, besides saving by itself, must also contribute to the efficiency of the job as a whole.

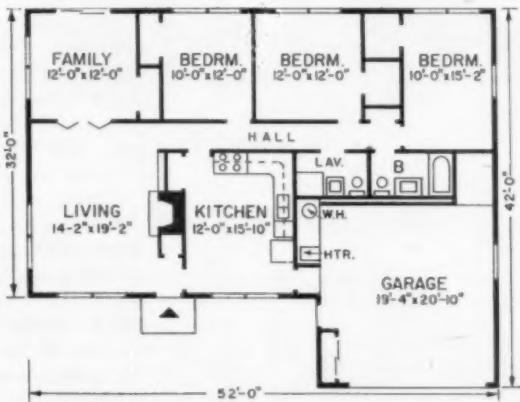
Some advantages are obvious: a single stack, short pipe runs, easy accessibility.

More important, this plan takes the plumber completely out of the house, except for installing fixtures, and makes it possible for the plumbing to be done any time during the job—the day before the buyer moves in, if necessary. It cannot hold up construction.

Fixtures can go in before roughing. This allows plumber to pipe directly to them rather than to measure roughing for later installation.

Wall-hung toilets mean less slab work.

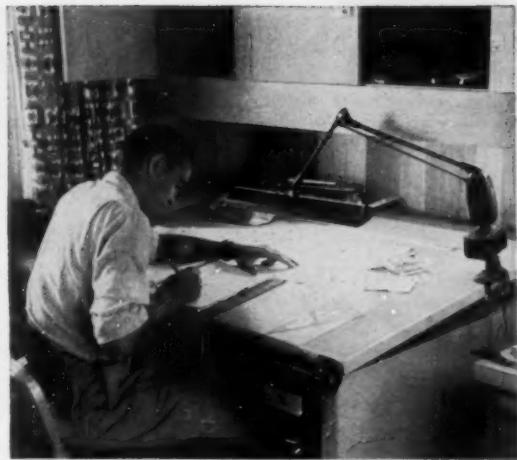
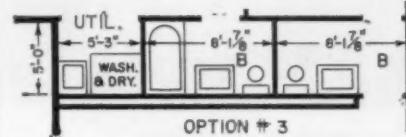
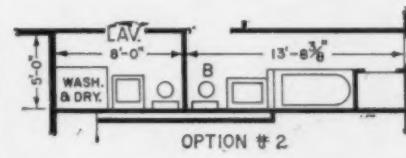
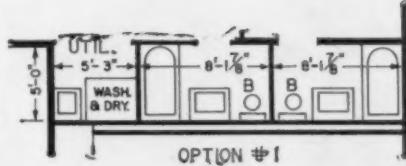
For the future, such a plan should make possible a relaxing of overstringent codes, and the use of new materials and techniques. Any trouble could be quickly repaired, and any leakage would drain into the garage. It would not be necessary to tear down two plaster walls to close up one leaky pipe joint.



FLOOR PLAN shows how layout is built around baths and kitchen, which in turn are built around garage wall.

**BASIC HOUSE** sells for \$27,500, but Schmitt permits wide variations, is actually building almost custom houses. ▶

WHAT  
HOW



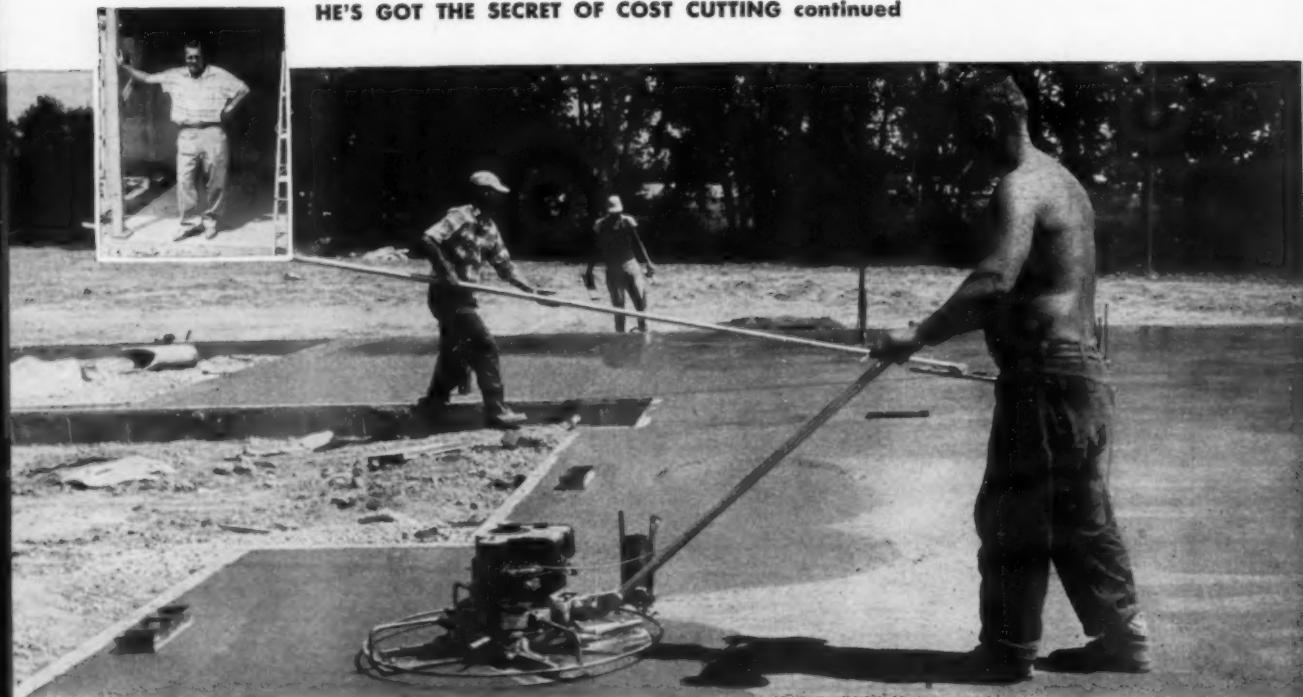
**POSSIBLE MISTAKES** are made on paper instead of on the job. Engineer Don Watson, above, works with Schmitt in planning each house down to the last piece of plywood.

**TYPICAL DESIGN VARIATIONS** still put plumbing around the garage. Only requirement is that the wet side of each fixture goes against the garage wall.

## happen—it's planned



HE'S GOT THE SECRET OF COST CUTTING continued



THE SLAB: quality workmanship is more than just pride; it's a necessary part of efficiency.

## From foundation up, all operations

The first phase of Schmitt's system takes the house from sitework, including roads, through the finished slab. The earthwork and the equipment involved will be November's Land-Planning feature; the important points of the foundation work are shown here.

The picture at the top of this page is a good illustration of Schmitt's "continuous-process" thinking. The power trowel is making its first pass; it will make two more before the job is done, and the resultant surface will look like a piece of glass. Naturally this extra work takes time and costs money, but by enabling the finished tile floor to be laid directly over it with no holes to fill or ridges to grind off, it is, in the end, an economy.

Likewise, the extra time spent with the bullfloat (the man using it is the "phase one" superintendent) will result in a slab with very minor high and low spots; this will pay off, as the last two pages of the story will show, in a fast, economical way to set inside partitions.

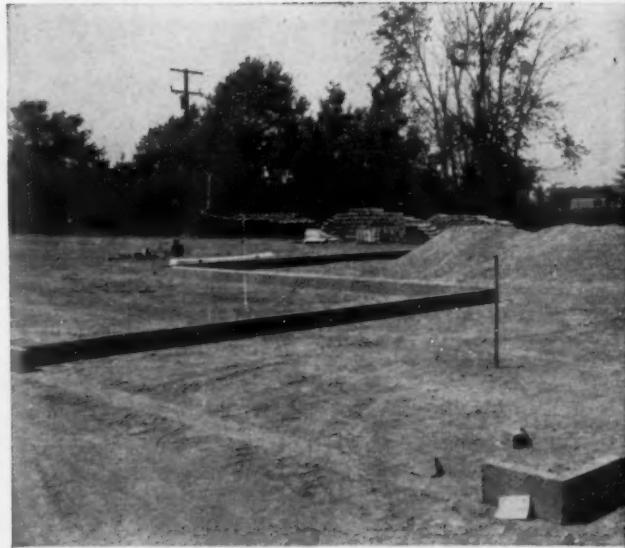
A note on labor: although few of Schmitt's men are "skilled" in the old sense, they are nevertheless highly skilled in his system. And they think in terms of production, not building.



CERAMIC HEATING DUCT SECTIONS are joined with plastic tape. Ceramic requires no pre-poured concrete bed, does not float during pour. Note polyethylene vapor barrier, foam insulation, and 2x4 sill bolted to blocks.



**FOOTINGS ARE POURED** directly into trench, leveled to top of stakes. Machine digging makes a highly accurate 8-inch trench, saves concrete. Accurate leveling will speed up blockwork, produce a better slab.



**COURSE OF FOUR-INCH BLOCK** laid on edge goes on top of the footing. Sewer line into garage has been laid, as has water line. Slab is left open here so a bulldozer can come in to level out the slag.

## must work together



**PERIMETER DUCTS ARE IN PLACE**, and slag is spread by bulldozer. Trenches for feeder ducts will be hand dug. When bulldozer finishes, blocks between garage and house slabs will be set, ductwork carried on across.



**FORMS FOR REGISTER HOLES** are set in after slab is poured; done earlier, they'd get in the way of screeding. Disturbed area is easily smoothed. After slab sets, the top of the ceramic duct can be broken through.

HE'S GOT THE SECRET OF COST CUTTING continued



**In building, says Schmitt, haste doesn't make waste. Just the opposite—in fact**



**WINDOW AND DOOR PANELS**, with their relatively complex assembly, are bought assembled and glazed. Solid walls between panels are measured and built on the job.

**NAIL-GUSSET TRUSS** spans 32 feet. Schmitt plans a 34-foot wide house next year, says a six-man crew will handle the bigger truss almost as easily as the present size. ▶

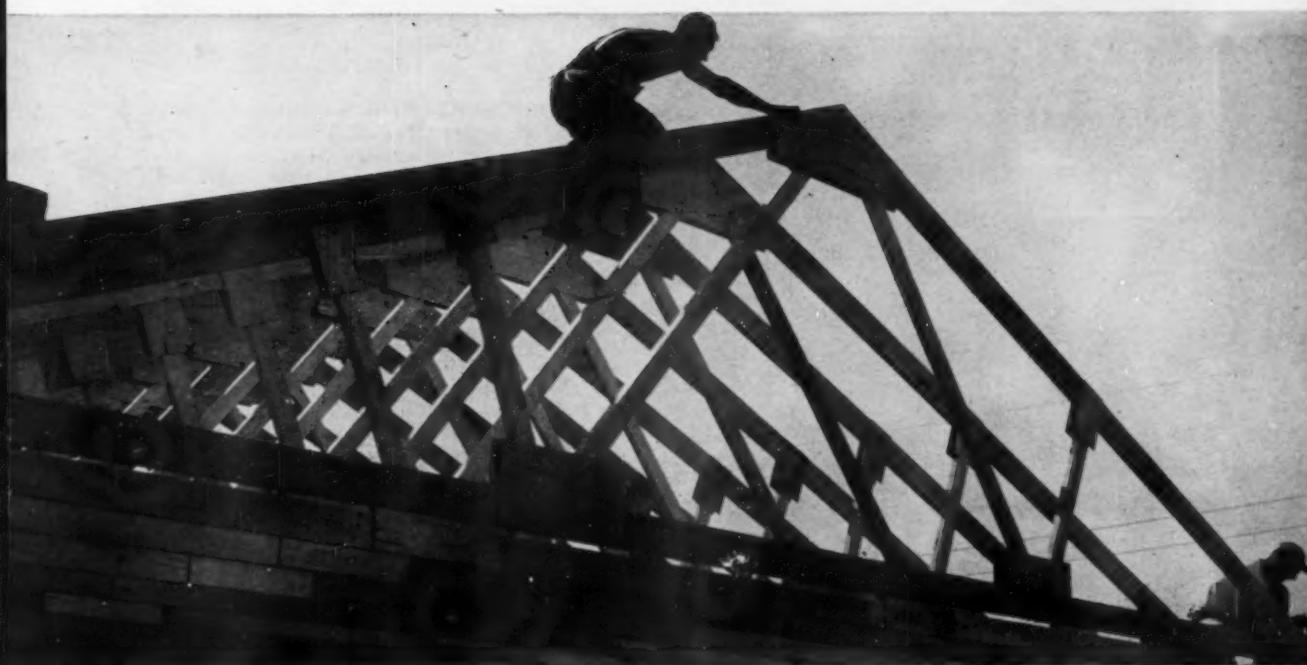
## "The faster you get under roof



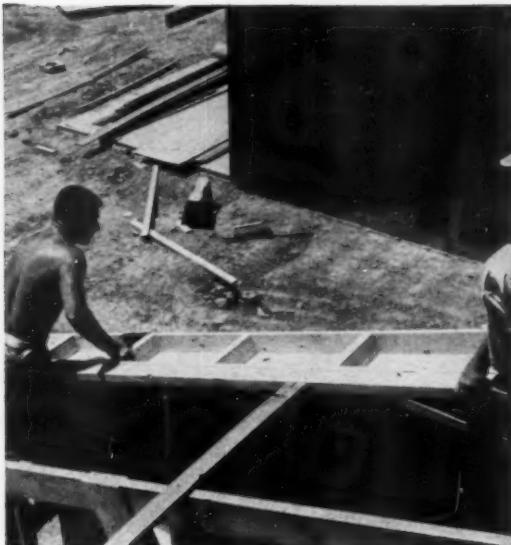
**FIRST TRUSS IN GARAGE "L"** has joist hangers to carry the ends of the main trusses across width of garage. The whole "L" will be framed and sheathed for stiffness before the main trusses are set in place.



**OVERHANG OUTLOOKERS** are added after trusses are up. Set to a line, they are perfectly straight this way. As part of trusses, they'd be crooked, would make truss handling harder, might break off.



## the less the weather hurts"



**RAKE OVERHANG AND SOFFIT** is brought pre-assembled, is nailed in place and cut to length. This allows a simple, flat gable truss, speeds up what is normally one of the "messiest" little jobs on any house.

"The only phase of construction you can't control," says Schmitt, "is the weather. All you can do is get the roof on in a hurry."

Taking his own advice, Schmitt gets roofing paper on his present houses in about a day and a half; on smaller models, a day is enough.

Schmitt uses a components system to get the shell up in a hurry, but he believes in controlling the system, not the system controlling him. A component that requires a lot of fussy measuring and cutting will be built by his lumber dealer; window and door panels and trusses are examples of this. On the other hand, where he used to buy solid wall panels too, he now builds these on the job. Studs are bought pre-cut; shoes and plates must be measured and cut, but the time consumed is more than made up by elimination of time-consuming accuracy necessary in setting up a wall completely built of panels. Slight discrepancies are made up in the job-built sections.

Backbone of the framing system is the truss. Used by itself, it permits faster roofing, but is little more economical than conventional roofing. Integrated with the rest of the system, its economies are little short of amazing.

HE'S GOT THE SECRET OF COST CUTTING continued



INTERIOR PARTITIONS start with shoe nailed to slab on chalk lines. Cut at same time are a second shoe, of one inch stock, and top plate. Heavy paper is used to protect the finished floor.

**A truss is more than just a piece of the roof. It affects every part of the house, from the footing to the finishing. That's why . . .**

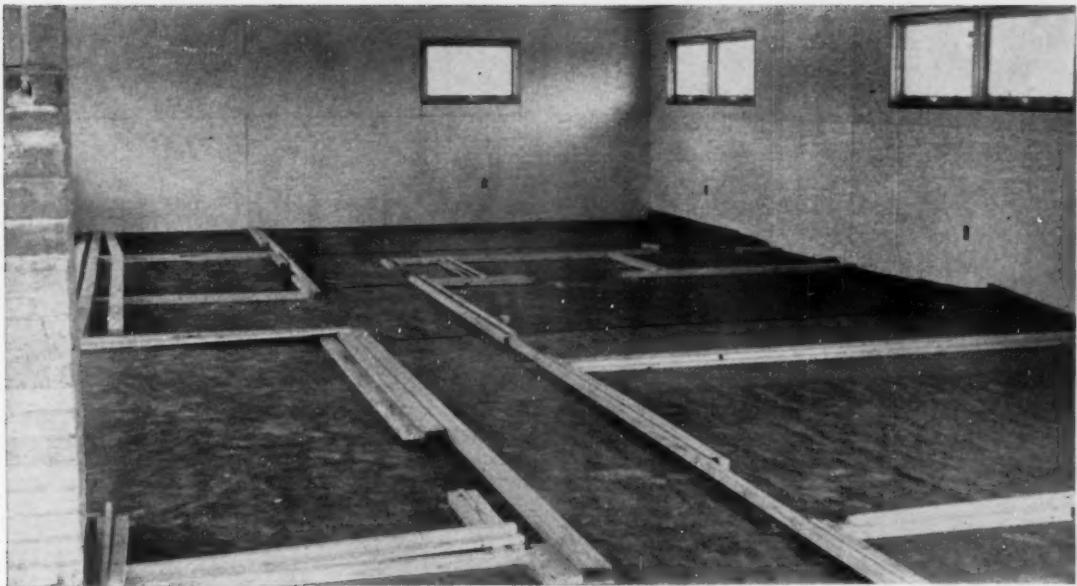
**" . . . trusses can**

**A**t a recent NAHB cost-cutting conference, trusses were under discussion. Builders claimed savings of from thirty to a hundred dollars from using trusses; others said they thought trusses were costlier, not cheaper.

At this point, Bob Schmitt stood up and quietly announced, "I save \$1,000 a house by using trusses." A lot of the builders laughed—at first. Then they listened.

Here are the savings Schmitt gets from trusses: Foundations: no bearing-partition footings—a saving of labor and concrete. Speed: low-weather exposure, fast capital turnover. Floor: it goes on in one big-unobstructed room. Walls and ceilings: drywall goes on in uncut sheets; partitions can be planned to cover joints, eliminating backing. Mechanical work: especially plumbing, faster in open areas with no partitions to contend with. Planning: more flexibility with no bearing partitions. Partitions: much simpler (see next page). Spans: greater with less lumber, providing more enclosed area with less exterior wall.

"Total saving," says Schmitt, "is at least \$1,000."



**save you \$1,000 a house,  
if you take advantage of them"**



**WALL IS ASSEMBLED** with one-inch shoe on bottom, plate on top. Studs are cut on job to match shortest distance between floor and ceiling. Wherever possible, studs are set the short way to allow more living area.



**SHIMS ARE DRIVEN BETWEEN** top and bottom shoe to set wall tight to ceiling before nailing; shims are then trimmed. Three men can set partitions in a day, and the remaining drywall is hung and taped in same time.

**1. TEASER** signs kicked off Fox & Jacobs's Dallas development, called "Flair for Living." Multi-color, painted design was repeated in newspaper ads, brochures, mailings.



**2. TO PROMOTE GOODWILL** and remembrance, Fox & Jacobs kept their name before Dallas home buyers by keeping signs up even after sell-out and painting "SOLD" over the copy.



#### MERCHANDISING:

## How they use road signs to

Even the more sophisticated citizens of Dallas were startled one morning last year by the sight of a 10-foot-high, 600-foot-long fence, painted stark white except for a single, multi-colored word: "FLAIR."

During the next six weeks they were to see the same design repeated virtually everywhere they looked—in their newspapers, on television, in their mail, on billboards scattered throughout the heavily trafficked areas of the big southern city.

"Flair," it very quickly turned out, was the name—and theme—of a new 135-home development in the northwestern part of town. Builders Dave Fox and Ike Jacobs were carrying out the first step in their campaign to tell the people that Flair ("for living") was ready for inspection.

From the beginning, outdoor advertising played a big part in the campaign. During the weeks before the opening, teaser billboards (see Ill. 1, above) were spotted in numerous places in and around the city. Once they had piqued the curiosity of enough prospective home buyers in the area, they were replaced by semi-spectaculars giving

more details (see Ill. 2, above).

At the height of the promotion 19 billboards were in use. Their success in attracting the attention of large numbers of people and getting them to come out to see the development demonstrates the effectiveness of this kind of advertising.

Actually, outdoor advertising is one of the most effective tools in the home builder's sales kit, especially when used in conjunction with other media.

• **What is outdoor advertising?** Strictly speaking, it's any kind of commercial message designed to reach people when they are out of doors and on the move—anything from skywriting to small directional signs (both of which builders have successfully used). In this article we're talking about outdoor signs—painted bulletins and posters.

According to a recent survey by AMERICAN BUILDER (see August, pp. 76-79) builders use outdoor advertising more than any other medium except newspapers; 27% use bulletins and/or posters regularly. And they use them, primarily, for three reasons:



## sell houses

1. To sell their name and establish familiarity in the community.
2. To identify or announce the introduction of a development and indicate its advantages.
3. To direct approaching traffic to the tract or model home.

Yet, other mass media can do the same job. What makes outdoor advertising different?

- **Advantages over other media.** Radio, television, newspapers, magazines—all go to the prospect. But people go to the outdoor poster. It's coincidental with normal travel outdoors.

In fact, outdoor advertising can be used to guide prospects to the new home site by giving specific directions to the motorist while he is at the wheel of his car (see Ill. 3, top right).

Outdoor advertising differs too in that a single outdoor sign can be seen many times. Once a radio or TV commercial has been broadcast, it's gone. A printed advertisement in a newspaper or magazine disappears quickly. Outdoor signs, on the other hand, are exhibited continuously, for weeks or even



3. DIRECTIONAL poster by Carey Construction Co., Denver, gave simple, quick information to motorists, translated distance into driving time. Cartoon technique was an eye catcher for announcement, which was maintained for two months.



4. REMINDER continues to help sell homes in vast Sharpstown community in Houston. Campaign has run for 2½ years, includes 36 posters, all changed monthly. Most signs, like this one, show photo of baby. Cost: \$1,488 per month.



5. ILLUSTRATION OF MODEL house was painted on a city bulletin atop store on main thoroughfare in Rochester, N.Y. Note inclusion of price and offer to take buyer's old house in trade. Cost: \$1,000 for 12 months.

## How to get the most mileage out of your outdoor

months, and the same sign can be shown in a number of locations at the same time; it stands a good chance of being seen repeatedly—and remembered (see Ill. 4, p. 73). (Test market studies by the Traffic Audit Bureau, an independent advertising-measuring organization, show that the average person passes by the average poster more than 20 times in a 30-day period.)

The colorful illustrative possibilities of outdoor advertising permit dramatic visualization of a model house (see Ill. 5, p. 73).

Brevity, simplicity make outdoor signs easy to read from a distance (see Ill. 6, p. 75).

Because of their massive size, outdoor signs tend to dominate their surroundings. This dominance is further enhanced by the use of color, which not only attracts attention to the poster itself but also creates striking contrast between the poster and adjacent buildings and scenes along streets and highways. The combination of size and color permits showmanship.

Here are some other advantages:

- To see outdoor advertising, people don't have to own a radio or TV set or buy or borrow copies of a publication.
- No special time is needed to see an outdoor sign. Other media require prospects to spend time reading or viewing; outdoor advertising is seen in the course of traveling.
- Cost of reaching people with your message is low: only 15¢, on the average, to reach 1,000 prospects.

• **Which kind for the most mileage?** For economy, the Outdoor Advertising Association of America has established standard sizes and shapes in two basic forms: the painted bulletin and the lithographed or silk-screened poster.

Painted bulletins, as the name indicates, are signs painted right on the face of the structure, as shown in Ills. 1, 2, 5, and 7. They're intended to dominate, so builders use them in varying sizes and shapes. The more common forms are standard throughout the U.S.

Posters consist of several sheets printed in sections that, when assembled and pasted up, combine to form the sign, as shown in Ills. 3, 4, and 6.

• **How much?** Two factors determine the cost of any outdoor sign: space and artwork. Space costs vary from market to market, and cost of artwork depends on the artist and the nature of the design. Industry experts figure it costs about 15¢, on the average, to get your poster seen by a thousand people. In metropolitan areas the cost may drop to 6¢. In smaller areas it may be as high as 50¢.

In towns under 1,000 population, the space rate for a single 24-sheet poster is about 50¢ a day, or \$15 a month. In cities of 50,000 to 100,000, where you might have a dozen or so panels—some of

them illuminated—the average rate is about 85¢ a day, or \$25 a month. A three-sheet poster costs about \$5 a month.

Painted bulletins vary much more than posters as to location, size, shape and added embellishments. Cost may range from as little as \$30 to as much as \$1,500 a month.

• **What are you trying to say?** In their fascinating book, "Showmanship in Business," Kenneth Goode and Zenn Kaufman say:

"Outdoor advertising comes rightly by its showmanship, for the billposting pioneers of the whole neonized industry were once no more than a front department for the circus and show business. Whether outdoor advertising made the circus or vice versa is a question. . . . Outdoor advertising mostly maintains much of its old showman's pace. Its elementary art continues to fascinate its public. . . . By entertaining psychologically with human interest or physically through human appearance of your copy—either way results increase."

In every case your signs should tell *what, who, and where*. And, if an opening is being announced, *when*.

In accomplishing these objectives, you can approach your target from many different angles. Here are some possible copy themes you might use when announcing new homes for sale:

- Dramatic presentation of your house or development.
- Bold identification of your company name.
- Emphasis of economy, value, quality.
- Mention of specific price of house.
- Directions for getting to models (the directional sign may also present various features of the development).
- Simple statement of your years of experience in building.
- Offer of trade-in.
- Repetition of your slogan.
- Announcement mortgage types available.
- Teaser announcements prior to an opening.

Or you might use outdoor advertising on a year-round basis to promote remodeling (see Ill. 7).

• **Jolt them with your message.** Obviously, you have to be quick to catch the eye of the speeding motorist or even the pedestrian. Studies show that people in moving automobiles have but 21 seconds to read your message; people walking by have 64 seconds. That means you must create your impact quickly. To do this you have to keep your story short—and snappy. Five or six words are just about the right length; eight or nine (not counting your trademark) might be too many.

Wherever possible, you stand a better chance of jolting your prospect if you phrase your copy so that you "speak" right to him. Your message should convey a "you" attitude aimed at making

## advertising continued

each reader feel it's directed to him in particular.

• **Where should you put your signs?** Actually, you'll generally find that the local outdoor advertising plant operator who produces the bulletin or poster has already secured many of the best locations available. He can help plan your program to use these spots most efficiently.

If you buy 24-sheet posters, don't expect to select every location individually. Outdoor advertising companies try to give all advertisers equal coverage of the market. To do this, they sell poster space as a group of locations called a "showing." It's a package deal. Your poster showing will have the same number of locations as every other showing at the same price, and you should get just as good coverage of principal travel routes as other advertisers get.

You can select the locations for your painted bulletins because bulletins are bought singly.

According to NAHB's merchandising specialists, here are the spots to look for and those to avoid:

### Best positions:

- On a straight stretch, where the driver doesn't come upon it suddenly.
- On a slight eminence (not a high hill), where traffic is likely to be relatively slow (in a low-speed zone, if possible).
- At the elbow of a bend in the road, provided the bend is not so sharp that the driver must concentrate on his driving.

### Poor positions:

- On steep hills; on narrow roads, where passing is difficult; near road obstructions (bumps, narrow bridges, traffic lights); near sharp curves.
- Near intersections (unless the sign's purpose is to give directions).
- Near other signs.
- Any spot that is partially obscured by buildings or trees before the sign comes into view.

Other suggestions: Raise your sign above all foliage. Try to trim foliage on each side. Avoid small 20x30-inch tree signs.

Tie your outdoor advertising in with other ad media you use. Use the same logos, symbols, colors, and other identifying elements so that prospects will associate them in their minds. This is important in developing a cumulative effect and thereby maximizing your impact. In your newspaper ads or radio and TV announcements tell prospects, for example, to "look for the green signs with the heart-shaped trademark." Fox & Jacobs, for instance, not only repeated the multi-colored "Flair" design on all their signs but featured it in their newspaper advertisements, got a photograph of their mammoth fence and motif in the local newspaper (and this photo was picked up as spot news by one of the local TV stations). An-

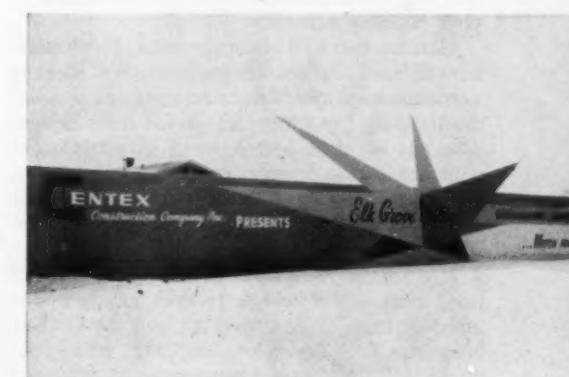
(Continued on page 234)



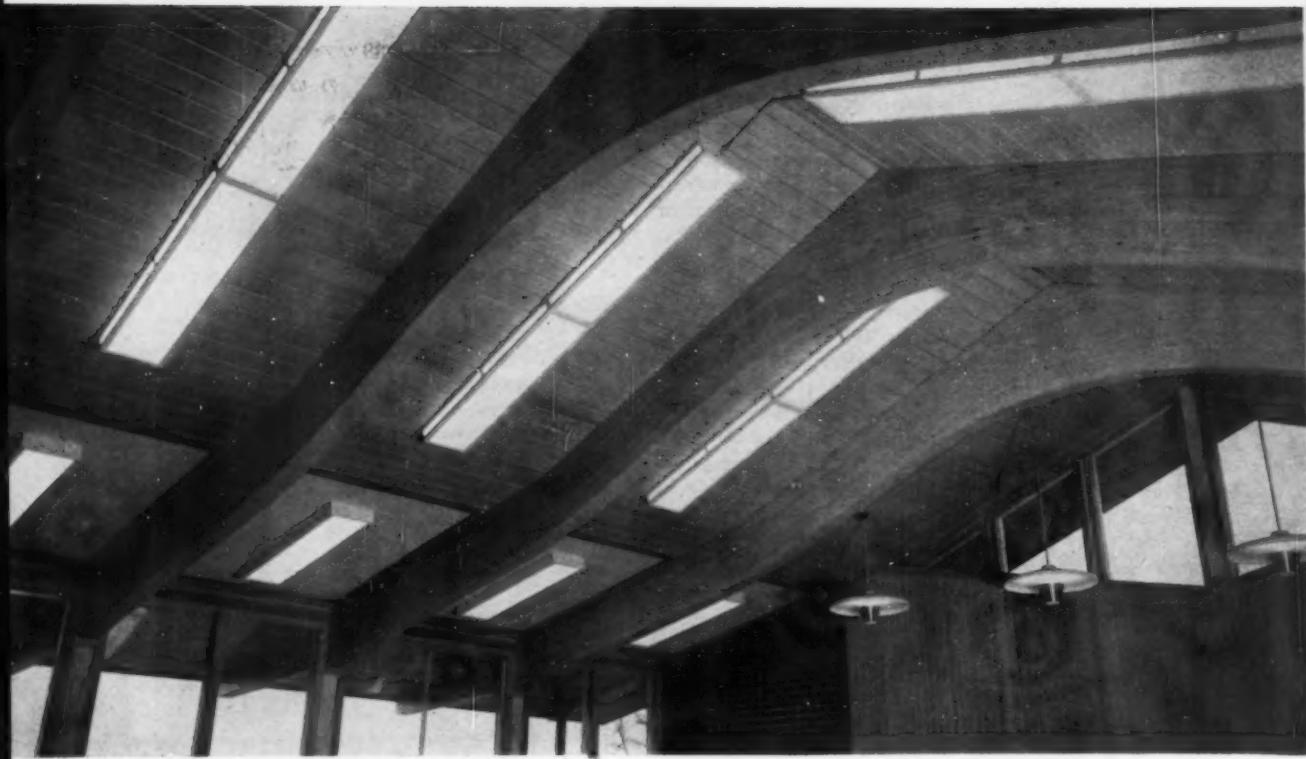
6. **PRESTIGE** for high-priced, custom-built homes is objective of outdoor ad drive by Sparkman Club Estates, Dallas. Campaign calls for 50 posters designed to offer dignified invitation to prospects. Cost: \$1,875 monthly, plus production costs.



7. **REMODELING** and repair work is advertised by Grobmyer Lumber Co., Little Rock, via a 12x44' painted bulletin on main road into city. Grobmyer has used this space continuously since 1948, with copy change every six months.



8. **SPECTACULAR** sign fence surrounded five model homes in Centex Construction Co.'s Elk Grove Village, Chicago, before opening. Ten feet high, the 1,200-foot fence took 12,000 sq. ft. of plywood. Sign itself is 130 feet long.



**IN THIS SCHOOL:**

## Sound construction grows out of

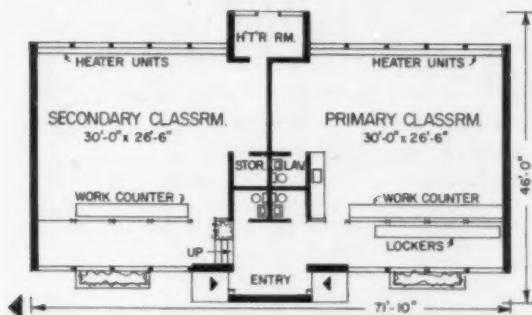
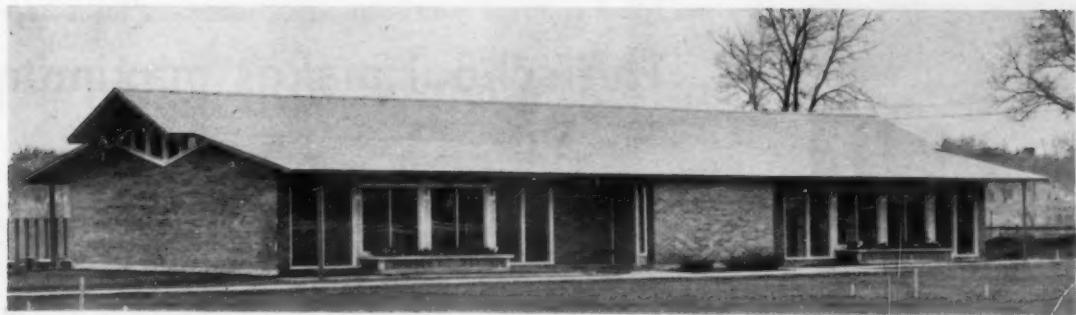
**T**he current acute shortage of classrooms amounts to 200,000 units. This fact may well suggest a possible area for expansion of your building activities.

Here's a two-unit classroom that is both practical to build and contributes many new ideas to contemporary school architecture. For example: the building has a new laminated truss design. The use of glass and lighting in conjunction with the exposed beam ceiling is noteworthy. Its heating and ventilating system promises to rectify many of ills attributed to classroom systems now in use.

The \$50,000 school is actually part of a development and research project jointly sponsored by Iowa State University and the Lennox Industries Inc. The school was used as a laboratory by the Lennox engineers to test and develop their new Comfort Curtain system. In the spring it will be turned over to the Des Moines school system after tests by the University. Architects: R. C. Ovresat A.I.A., Perkins & Will, Chicago. Builder: Lovejoy Co.

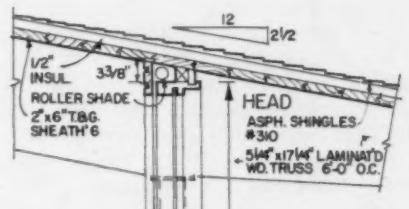


**A FEW STEPS DOWN** to the secondary grade is part of the idea of making two classrooms different in scale while utilizing the split-level design to gain economies in exterior wall construction. See the detail on page 79.



**STREAMLINED LAMINATED TRUSSES** allow unobstructed flow of air from exposed glass wall across to opposite side of room. Made by Timber Structures, this new type double-pitched truss spans the entire 48' roof.

**TWO-UNIT SPIT-LEVEL SCHOOL** has a continuous roof line. Unit shown is complete in itself; other units can be added later. In plan view, toilets (fixtures by Crane) off corridor are for secondary grade and public use.

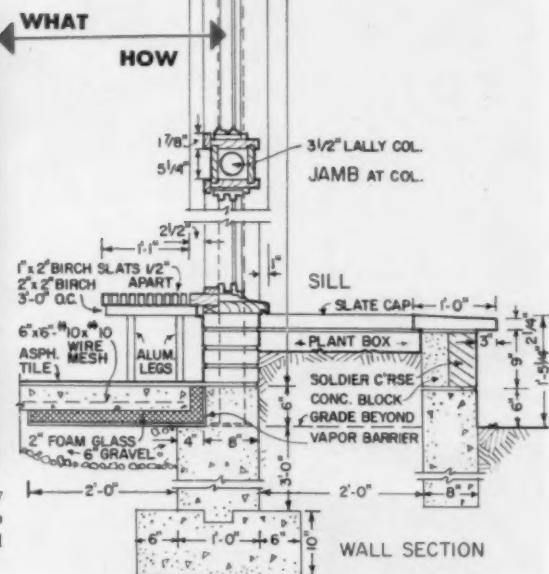


JAMB.NET.WORLD

smart new ideas



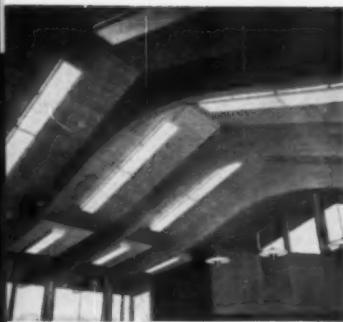
**FOLDING DOORS** by Pella and movable wardrobe by Fleetwood Products allow the classes to expand into corridor. In detail at right, pipe column carries roof load from truss to foundation.



Turn page for new lighting and heating ideas ►

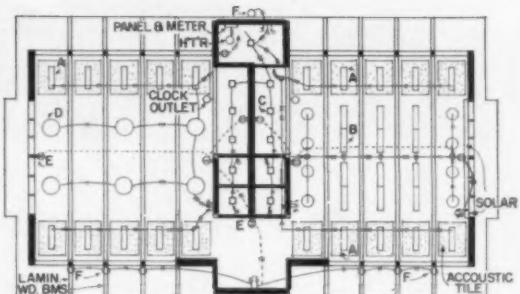
How this school combines good construction, smart new ideas—con't.

## The school makes maximum



WHAT

HOW



**KEY TO LIGHTING PLAN:** 'A' & 'B' are 4 and 8' double light fluorescent fixtures in tandem; 'D' & 'G' are 36 and 24" dia. 500 and 300-watt indirect incandescent lamps respectively; 'E' are counter lights; 'F' are outdoor lights.

To allow an even balance of warm daylight to flood both classrooms from three sides, glass gable windows have been introduced at the end walls. Sliding aluminum windows are by Fleetlite. Large overhangs are provided to shield the rooms from direct sunlight. Shades are built into the window construction (see detail). Artificial lighting in the two rooms varies (see photos and lighting plan). Incandescent lighting is used to balance very efficient, low voltage, high intensity qualities of fluorescent fixtures. Wiring by: Brown-West, Des Moines; cost: \$5,339. Lighting fixtures by: Electro Mfg., Chicago; General Lighting, N.Y.C.; Litecraft, Brooklyn.

**PRIMARY CLASSROOM IS ILLUMINATED** by a combination of incandescent and fluorescent lighting. Visible through glass of divider wall are 1x4' surface-mounted fluorescent fixtures, centered on acoustical tile panels.

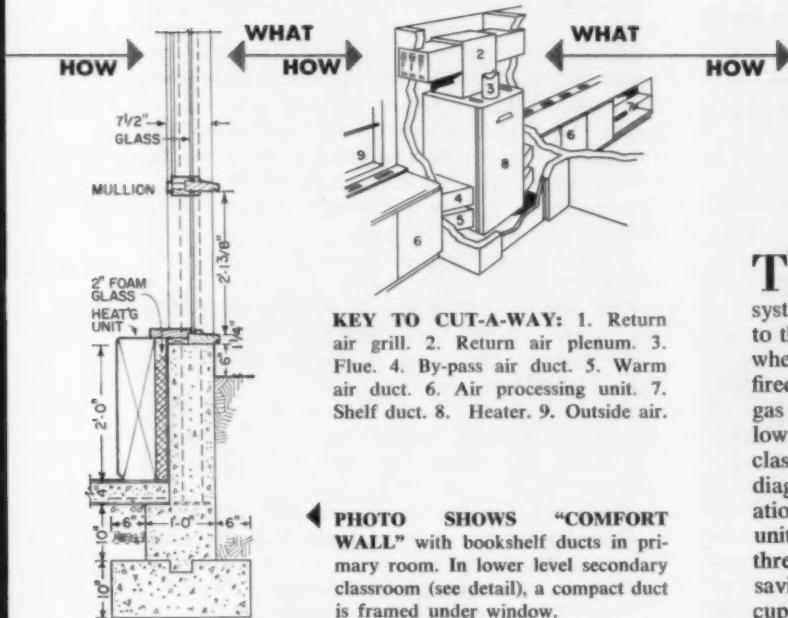
## ...and introduces a unique packaged



# use of natural, artificial lighting ...

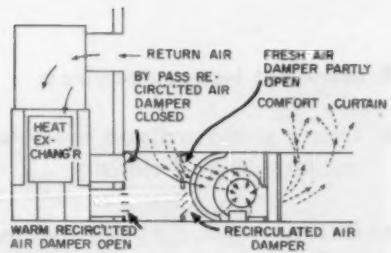


## heating system

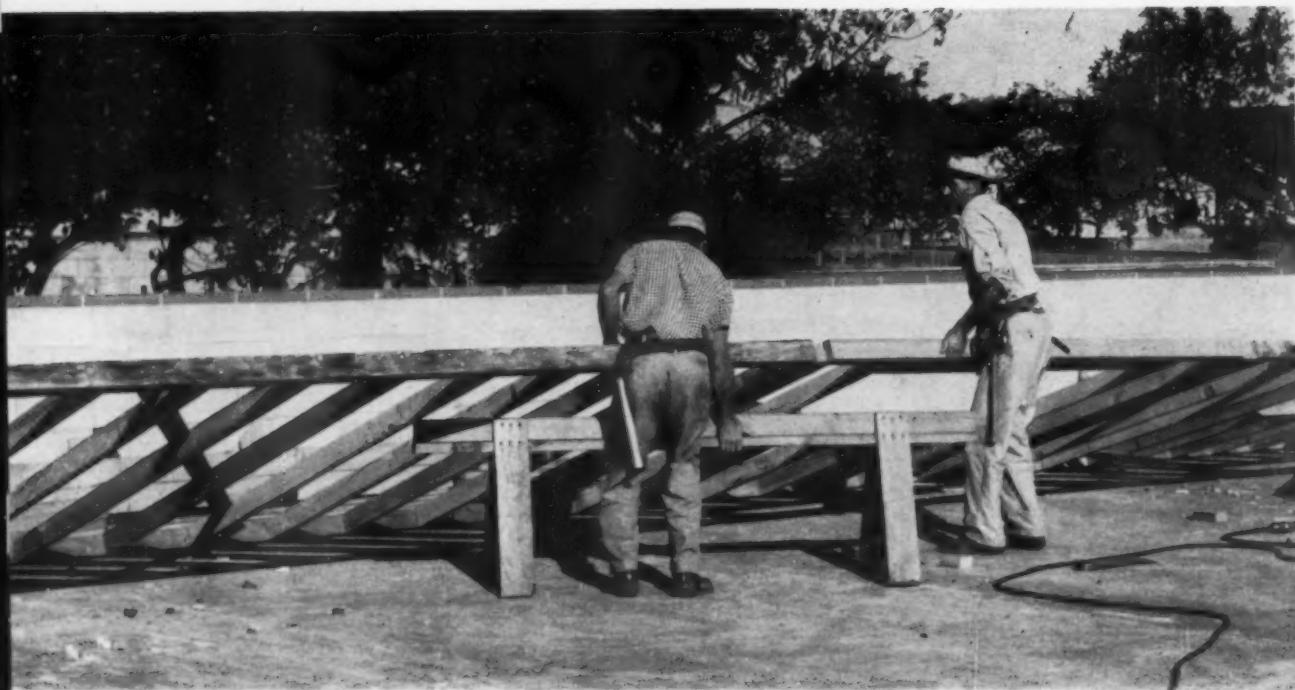


**KEY TO CUT-A-WAY:** 1. Return air grill. 2. Return air plenum. 3. Flue. 4. By-pass air duct. 5. Warm air duct. 6. Air processing unit. 7. Shelf duct. 8. Heater. 9. Outside air.

◀ **PHOTO SHOWS "COMFORT WALL"** with bookshelf ducts in primary room. In lower level secondary classroom (see detail), a compact duct is framed under window.



The component parts of Lennox's new Comfort Curtain heating and ventilating system are shown in the cut-a-way drawing to the left. This type of installation holds true when it is intended that a single oil- or gas-fired heater heats two adjoining rooms. Where gas is available, and where existing codes allow, a heater is built that goes directly in the classroom and heats just one room. The above diagram shows one of the four cycles of operation possible with their new air processing unit (Occupancy, "heat required"). The other three cycles are: No occupancy, "night fuel saving"; Occupancy, "no heat required"; Occupancy, "cooling required."



## Construction by the clock:

### A low-cost house requires:

- **Using standardized modules in both materials and timing**
- **Refining your operation to fit mass production methods**
- **Perfect coordination between builders and all subs**

"Organizationally, we are manufacturers," says Regent Homes president Ray Johnson of Pasadena, Calif. "Our emphasis on time coordination is a carry-over from my experience in the frozen food business—as well as from observation of the auto industry. The key: get the right component to the right place at the right time."

Johnson employs the same builders and subs on each job. Crews now know what is expected of them, and they do their job much like factory workers—on schedule, in a standard manner.

By time coordination, Johnson means he knows

almost to the minute exactly how long each operation will take. He then sets up "time modules" for every task, and fits them together like a machine assembler. When completed, the "machine" runs smoothly with a minimum loss of time. For example, in building the two-bedroom house shown here, Johnson knows that it will take:

*One day* for general contractor, one laborer and two plumbers to locate house on lot; set forms; dig footings, trenchings; set in rough plumbing tree.

*One day* for laborer and cement finisher (using hand trowel) to pour foundation and finish it.

*Three days* for two men to completely frame the two-bedroom house.

*One-half day* for two men to complete the plumbing top out, including plumbing and heating vents.

*Six hours* for one man to complete rough, and later, finished electrical work.

*One-half day* for three men to lay the roof. (Three 15# felts hot mopped, topped with gravel.)

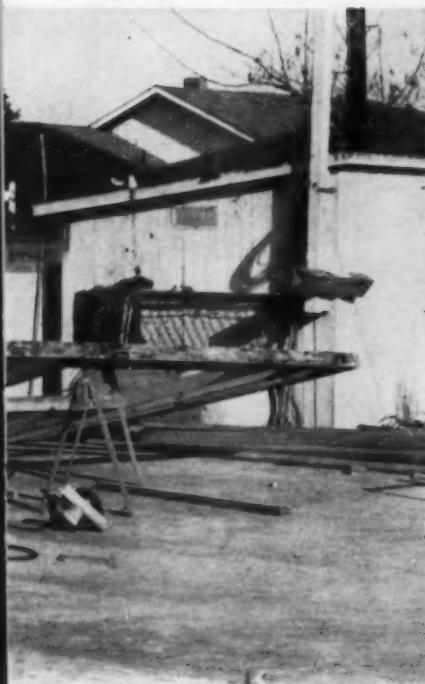
*One day* for two men to install sash, doors and cabinets.

*Three days* for one man to complete painting.

*One day* for one man to apply floor covering, screens and sink top.

*Two hours* for one man to clean up.

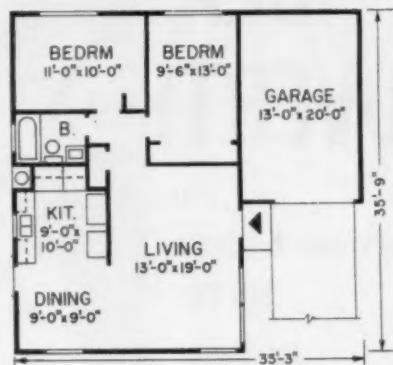
Total: 12-14 days, weather permitting.



**FULL SELLING** price of this two-bedroom house by Regent is \$4,590, including garage and excluding lot. Home has stucco siding, plaster walls.

◀ **TWO MEN** can finish the framing of this house in three days. Because they have done it so often, they need little or no supervision.

**FLOOR SPACE** is at a minimum—852 sq. ft. Yet, this is pretty generous considering the price. Plan is nicely balanced for traffic.



## formula for a low-cost house



**ELECTRICAL** sub-contractor completes the rough wiring in three hours. When construction has progressed sufficiently, he returns, installs finished wiring in another three hours. This includes two TV outlets.



**THIS PLUMBER** and one helper can put in eight plumbing trees a day, because trees are pre-fabbed in shop. Men do nothing else but this job, so are totally familiar with it. It is finished on first working day.

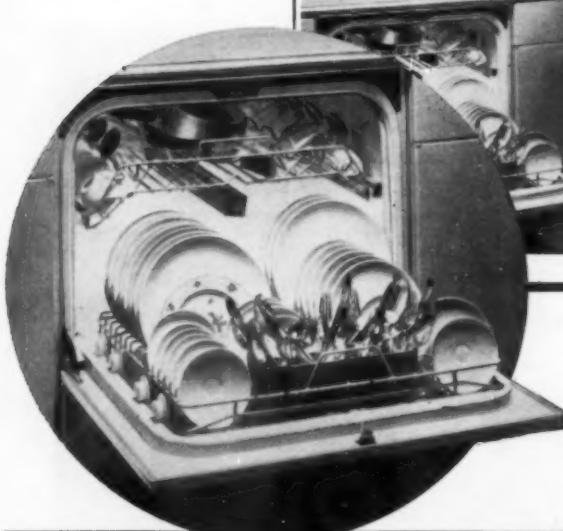
THE BIG NEWS COMES FROM YOUNGSTOWN KITCHENS

# NEW IDEA ADVERTISING

on  
Youngstown Kitchens  
big 30"  
Jet-Tower  
Dishwasher  
works for you



## CLEAN UP TIME? LESS THAN 10 MINUTES WITH YOUNGSTOWN KITCHENS BIG 30" DISHWASHER



No more after-dinner blues! Just scoop up those dishes, put 'em all in the Big 30" Jet-Tower Dishwasher—and let it do the work. No pre-rinsing, no sinkful of suds, no wiping! And it holds 14 place-settings!

But Big 30" is more than a time-saver, dish saver, work-saver; it reduces the hazards of germs and bacteria, as no other method can!

Saves even more time, work and worry when teamed with the efficient Youngstown Kitchens Food Waste Disposer, too.

P.S. Your Youngstown Kitchens dealer has a wonderful idea for Christmas-giving...it's a gift-wrapped miniature of the Big 30" to tie on your tree. The real thing can be delivered the following day! Talk to him about it today.

### NOW! NO DOWN PAYMENT...36 MONTHS TO PAY\*

\*New A.O.O. equipment plan on Youngstown Kitchens units can include installation. See your dealer.

**BIG 30" JET-TOWER.**  
Available in under-counter or work level height, in four kitchen-matching colors. It holds 14 place-settings. So careful of fine china, cherishes your most delicate glassware. Ask your dealer's name. **\$299.95\***

For full details, write your name and address here and send to Youngstown Kitchens, Dept. BH-7, Warren, O.

**Youngstown Kitchens**  
DIVISION OF AMERICAN-Standard  
WARREN, OHIO

NAME  ADDRESS  CITY  STATE

**Youngstown Kitchens**

DIVISION OF AMERICAN-Standard  
WARREN, OHIO



This **FULL COLOR** Advertisement in Better Homes and Gardens (November) spearheads a new national campaign. Sells your home-buying prospects on the "Big 30" with a new type of human interest appeal. Install the Big 30" Dishwasher in your model homes...visitors will recognize it as the big nationally advertised value that cleans up to 200 dishes in every loading with no pre-rinsing...the one dishwasher that makes today's kitchens truly modern!

You'll **Save Money** on the Big 30's quick, easy installation, too. All connections are made from the front. Under-counter or work-level models; 4 kitchen-matching colors.

For complete information and specifications write Dept. AB10, Youngstown Kitchens, Warren, Ohio.



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## EYE APPEAL IS BUY APPEAL

... and nothing adds more eye appeal than Wascolite Bath and Shower Enclosures. Your prospects will admire them in full page, full color advertisements in House Beautiful and other leading consumer magazines.

The glamorous classic and contemporary designs of natural fabrics, ferns and vines are permanently embedded in durable Acrylite\* by an exclusive Wasco process. You can install Wascolite Showerwall® in minutes . . . inexpensively transform your bathrooms into a strong selling point.

These decorative panels are safe and shatter resistant, easy to clean, moisture-proof, stay beautiful a lifetime.

Send today for the details of the special Model Home Package Plan and full color booklet showing smart designs. Write J. H. Leonard, Wasco Products, Inc., Cambridge 38, Massachusetts.

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Translucent Acrylite ceiling panels  
also available in coordinated designs.



# New General Electric "Straight-built-in kitchens without

Your G-E distributor can give you so much help—from plans right through to sale!



**Help in publicity!** General Electric Model Home Program gives you advertising, publicity, merchandising help based on hundreds of success stories.



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GENERAL ELECTRIC COMPANY, HOME BUREAU  
Appliance Park, Louisville 1, Kentucky

Yes! Send me by return mail General Electric's free builder handbook containing complete information on the new General Electric "Straight-Line" Design Kitchens.

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# Line" Appliances give you the look of built-in expenses!

**No rounded corners! No bulging sides! Every appliance fits flush.**

**That kitchen in the picture** looks every inch a built-in. You can see that.

But there's one big difference: actually this kitchen is a grouping of easily installed free-standing components. All appliance sides are flat. All appliance corners are square. All appliances fit flush. This is the new General Electric "Straight-Line" appliance concept.

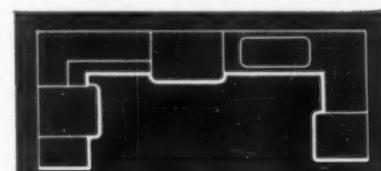
Think of what this means to your prospects: the latest in kitchens . . . with the brand name women prefer—General Electric.

You can start putting these kitchens in your houses tomorrow. No waiting. They'll suit "U", "L" or "Island" . . . or any layout you have in mind. They're available in a multitude of sparkling color and design variations. They'll fit any price house you are building . . . \$9,600 to \$96,000.

See your General Electric distributor or dealer—or write: General Electric Company, Home Bureau, Appliance Park, Louisville 1, Ky.



New G-E "Straight-Line" Design.



Gone is the old jig-saw line.

**GENERAL ELECTRIC**

# ANNOUNCING

The First Annual

## CONGRESS ON BETTER LIVING\*

October 9-11, 1957 / Shoreham Hotel, Washington, D. C.



This month, 100 women delegates serving as spokesmen for America's 48,000,000 families will assemble in Washington, D.C., for the first annual Congress on Better Living. This unique 3-day Congress will be the successor to the Federal Government's "Women's Congress on Housing", conducted by the Housing and Home Finance Agency in April, 1956.

The purpose of the Congress is to provide manufacturers, retailers, builders and other interested parties with practical answers—based on the changing living patterns of America's families—to the questions of what women really want and need in their homes of today and tomorrow. The Congress agenda includes discussions of the functions and performance of home furnishings, facilities and building materials.

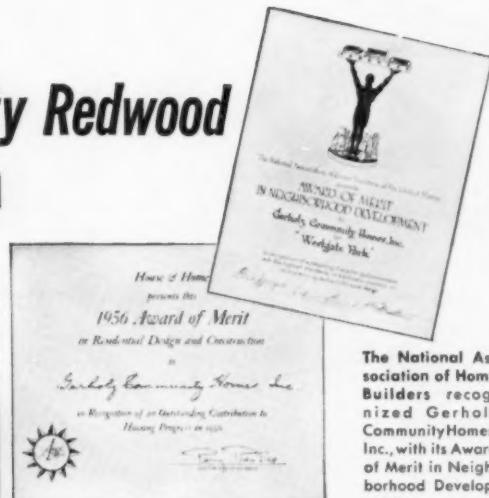
Delegates have been selected from among 100,000 homemaker participants in recent McCall's remodeling and redecorating studies on the basis of their demonstrated grasp of these special problems.

Ideas, suggestions and data developed at the Congress will be available to manufacturers and industry for guidance in producing and marketing products that meet with consumers' needs and wants. To reserve your copy, write to Robert Crossley, Better Living Editor of McCall's, 230 Park Avenue, New York 17, N. Y.

*Sponsored by McCall's, the magazine of Togetherness, reaching more than 5,000,000 families*

*\*A trademark of McCall's Magazine*

# Double award winners use PALCO Architectural Quality Redwood for exterior and interior design



The National Association of Home Builders recognized Gerholz Community Homes, Inc., with its Award of Merit in Neighborhood Development.

House & Home presented its 1956 Award of Merit in Residential Design and Construction to Gerholz Community Homes, Inc.



**GERHOLZ COMMUNITY HOMES  
DISPLAY THIS VERSATILE WOOD  
THAT WILL OUTLAST THE LONGEST  
MORTGAGE IN STYLE AND DURABILITY**

The homes of Westgate Park in Flint, Michigan, have been recognized by wide publicity and two coveted national awards. The photographs above show typical examples of the way in which Builder Robert P. Gerholz and Architect William K. Davis of Daniel & Associates have capitalized on the timeless intrinsic beauty of redwood. Highest dimensional stability and ability to

resist all forms of deterioration are of prime importance in selecting Certified Dry PALCO Architectural Quality Redwood, for the lending agencies and home owners today insist on materials that will protect their investments. It will pay you to insist on the premium quality of PALCO Redwood — for you pay no extra premium in cost.



See Sweet's Architectural File, or send coupon for your personal copy of this aid to redwood specification.

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Home-buyers know you're a *Quality Builder*



### Home-BUYERS' preference

for Hotpoint is built on their appreciation for Hotpoint's consistent superiority—in performance, in features, and in beauty.

### Home-BUILDERS' preference

for Hotpoint is based on enthusiastic public acceptance—simplicity of installation—solid merchandising support—and the widest variety of models and prices in the industry.

When you add these advantages to the competitive Hotpoint builder-pricing structure, you know why more and more successful builders are swinging to Hotpoint!

## Hotpoint COOKING CENTERS

The Customline offers you the right combination for homes in every price bracket. Your choice of five ovens—including de luxe Bi-Level Double Oven shown at left. Outstanding features include the Roast-Right Thermometer, Rota-Grill Rotisserie, Picture-Window Door, and Calrod® bake and broil units.

There are seven surface cooking units—including the 30" stack-on model with pushbutton and automatic controls shown at left.

Matching ovens and surface cooking units are offered in 5 Colortones, Coppertone, and Stainless Finish to harmonize with any kitchen decorating scheme.

# when you offer them Hotpoint Built-Ins

### Hotpoint MODULAR KITCHENS

Luxurious in appearance and features—yet they cut costs by simplifying installation and saving space! In just 9 or 7 feet—a complete meal preparation and clean-up center. In 5 Colortones.

- Automatic Super Oven with Rota-Grill Rotisserie.
- 4 Calrod® Surface Units, including raisable automatic unit under deep well cooker.
- Automatically-controlled Plug-in Griddle.
- De luxe pushbutton Dishwasher.
- Disposal® Food Waste Disposer (optional).
- One-piece, stainless-steel countertop and sink. Available separately for use with wooden cabinets.
- Roomy storage cabinets and drawers.

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The highlight of any kitchen! Matchless beauty in your choice of Stainless Steel, Coppertone or 5 glowing Colortone finishes. Designed to meet the needs of today's large families, yet occupy only 36" of wall width and 24" of depth. And, no special supports or separate compressor installation are required.

Big 12 cu. ft. Refrigerator-Freezer, matching upright Freezer and 10.8 cu. ft. Refrigerator—all offer a host of exclusive Hotpoint features.

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**STRIKING COLORS** of aluminum panels "will not fade for a minimum of 40 years" with new chemical finish.

**WHAT**

**HOW**

**AMERICAN  
BUILDER  
BLUEPRINT  
NO. 246**

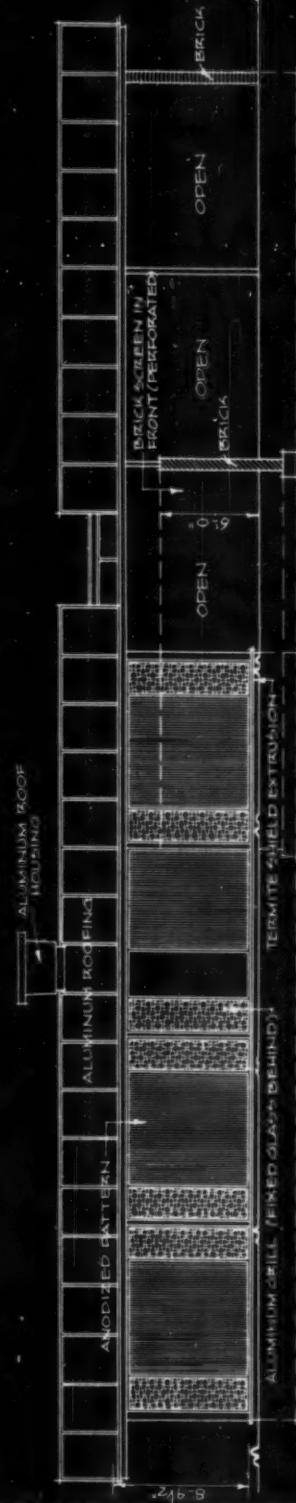
**This house blends beauty  
with a balanced plan**



**TOTAL IMPRESSION** is one of many materials in harmony, not only with each other, but with surroundings.

### FRONT ELEVATION

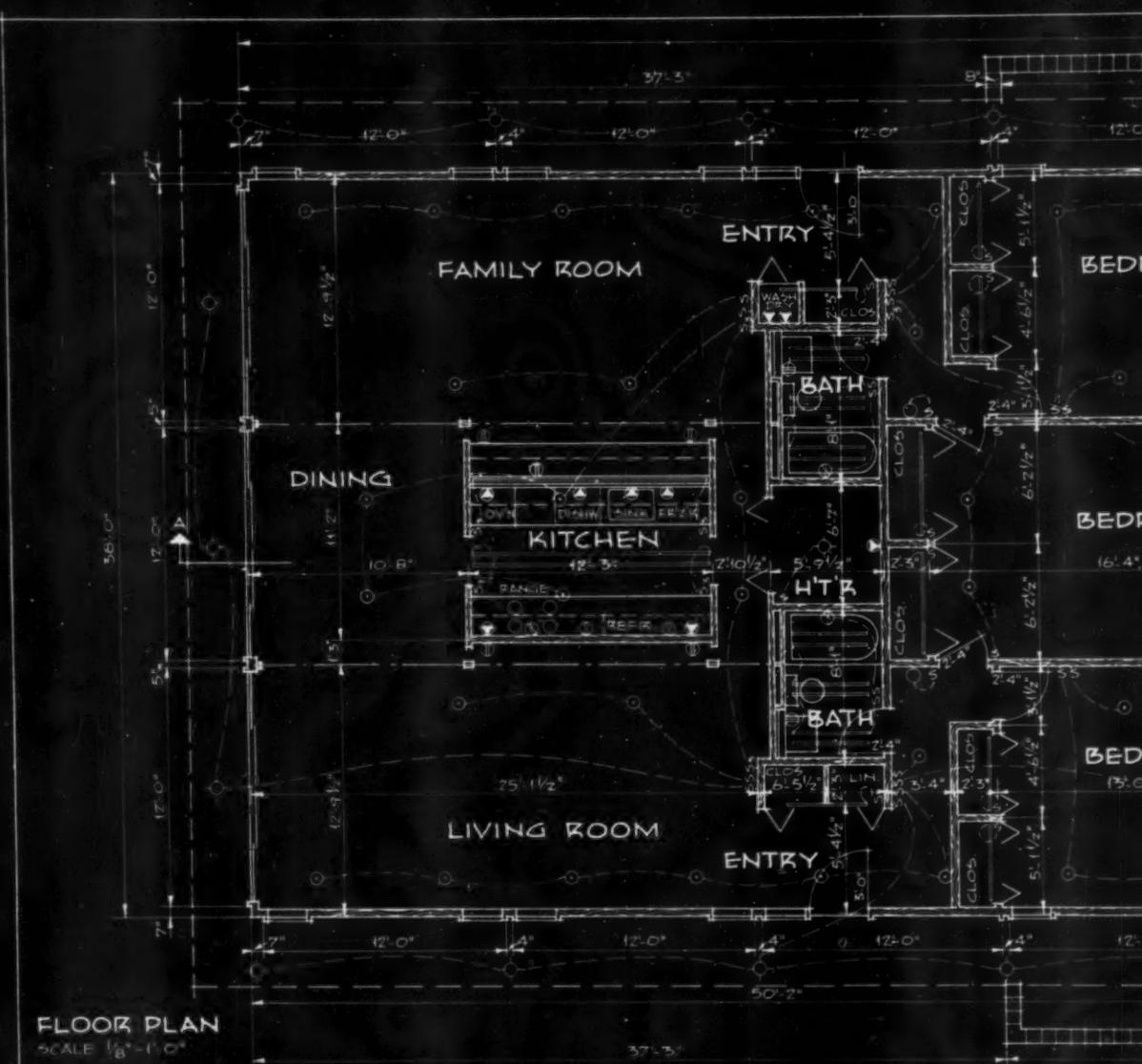
SCALE 1/32 - 1:00



## REAR ELEVATION

AMERICAN BUILDER BLUEPRINT SERIES.

10-57



## FLOOR PLAN



### ROOF SECTION AT EAVE

SCALE 3-100



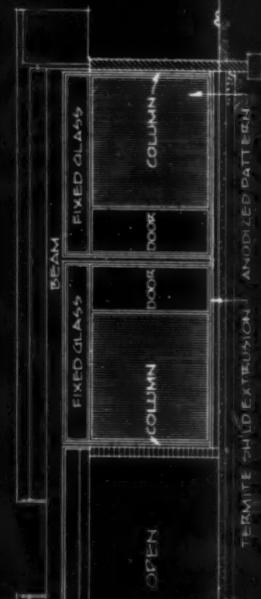
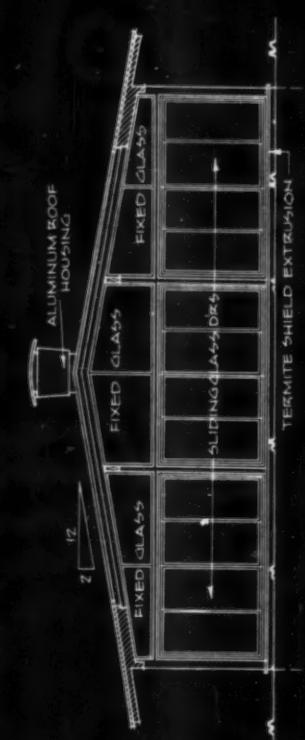
## SECTION AT GABLE END

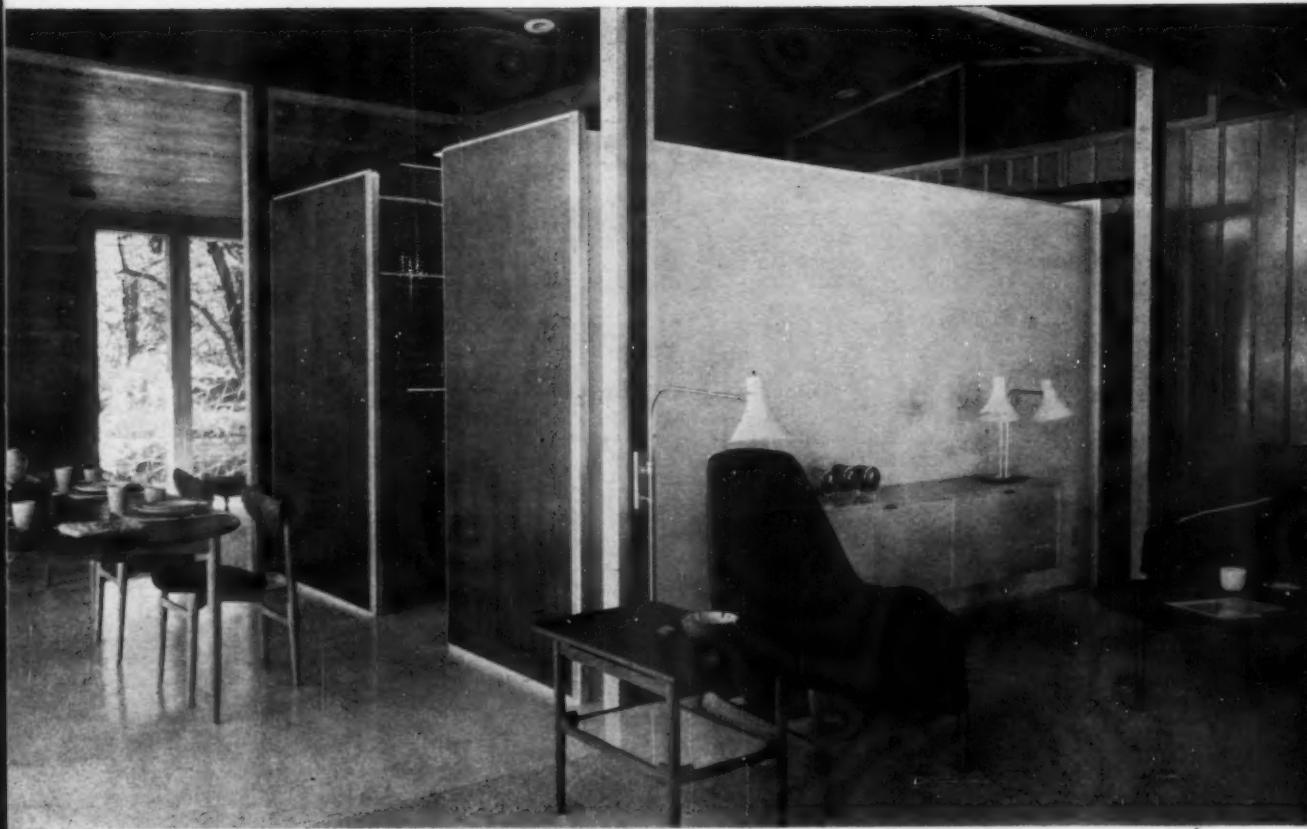
SCALE 1:100



PLAN SECTION  
THRU EXT WALL







POST-AND-BEAM construction permits ultimate in open living while aluminum trims for beauty.

### This house: showcase for new aluminum ideas

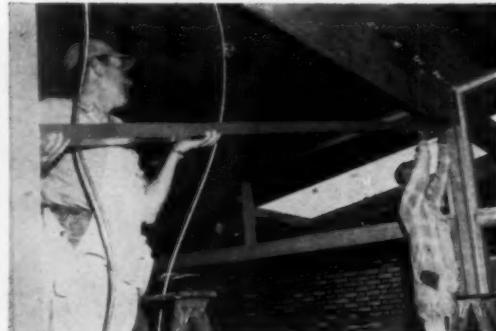
Here's a house worth looking at for its cleanly executed plan; for a lavish color, yet a remarkably attractive exterior, for its imaginative use of the basic rectangle, employed for construction ease, and for its functional and decorative use of aluminum.

Sponsored by Aluminum Co. of America, designed by Architect Charles Goodman, panelized by National Homes, and built in Lafayette, Ind., it serves as prototype for 25 similar houses Alcoa plans to sponsor throughout the country.

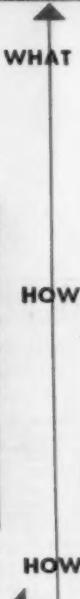
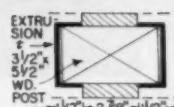
Builders will recognize that some of the uses of aluminum here are "extras," that a number are not only practical, but they may lead the way to increasing uses of aluminum in conventional housing—on a competitive basis.

Two major ideas which come out of this house are:

- The aluminum roof—which can be applied quickly and easily, and . . .
- The aluminum siding panels, whose finish "could last for 40 years—minimum."



EXTRUDED C-shaped aluminum section goes up over beam. Drawing, right, shows how sections and 1 X 3's are assembled on post.



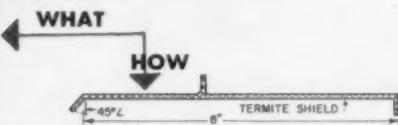
See page 236 for products list; turn to page 198 for quantity material list

# Outside, aluminum fits smoothly into a component

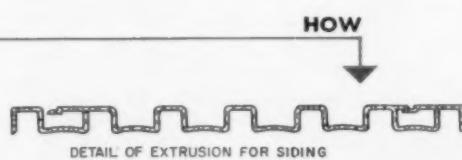
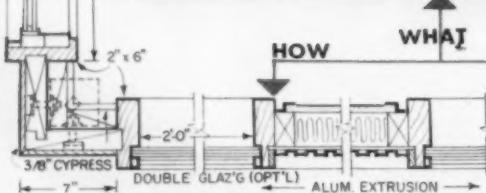
## ▼ The walls, honeycomb panels get aluminum facing



Wall framing sections and panel components were assembled by National Homes in its Lafayette factory. Rabbeted 2x6" frame is made to receive flanged panel (see photo below). Termite shield of extruded aluminum (drawing below), serves also as drip cap, slab stop. Pre-assembled posts are used at corners.



Wall panels follow framing and roof assembly; are non-load bearing, since basic construction of house is post and beam. Panel is a plywood sandwich with insulation already installed at factory. Sections between solid panels will be closed with glass (double glazing optional) protected on the outside with an aluminum grille. A 12' module was used, includes, two glass sections and one wall panel. This photo shows front elevation.



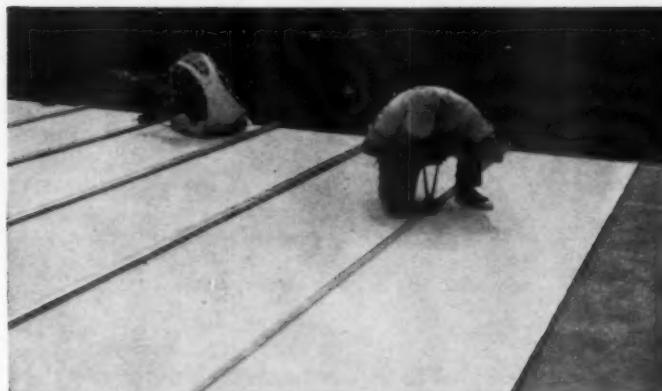
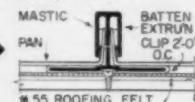
## system of building; makes for durability

The roof, big strips are applied, seamed quickly



Despite newness of this work to the roofers, they installed entire roof in slightly less than two days. Here, mechanic affixes aluminum clips 18" o.c. to sheathing which is covered with roofing felt, necessary only as emergency wet-weather protection. Clips will receive batten extrusion, below.

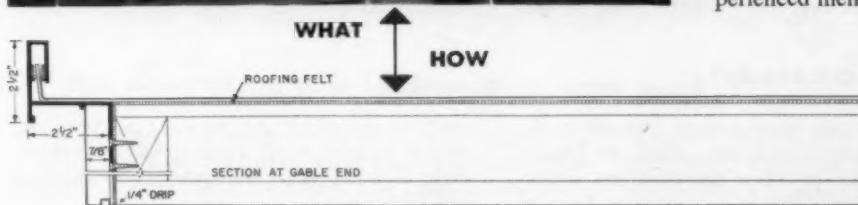
WHAT  
HOW



Next step is to set roofing pans or sheets into batten extrusion wings, and close down the wings with clamps, as is being done at left. The pans have an indentation design which increases their rigidity by, in effect, increasing their gauge. To speed the work in future installations, Alcoa suggests the use of seam rollers to replace hand clamps. Roofer could then start at crown and walk roller down roof like a lawn mower, closing batten seam on the way.



Fascia extrusion, shown in drawing below, arrives on the job with its hooking member set at about a 30-degree angle. Roofing pan easily slips under, and is clamped down with large hand clamps, left. Fascia on the eave edge has a series of openings about two inches in length, an inch in width, to break up flow of water from roof. On a conventionally-sized house, this roof could be installed by experienced men in five hours.



## ARE YOU READY FOR WINTER BUILDING?

# You can't let cold weather stop your jobs

There are still a few builders who, when the ground freezes up or turns into mud, hang up their hammers and either stretch out in front of the fire for the winter or head for Florida. If you're one of these, turn the page. We're wasting your time.

Mr. Average Builder, though, can't quit just because the weather turns bad. He's got overhead to pay whether he's got houses going up or not. He's got a gang of men on his payroll that he's spent time molding into an efficient team. These men have to eat; if they don't work for him during the winter months, they'll sign up with someone else, and the builder will have to spend half of the next building season training a new crew. And good men are getting scarcer and scarcer.

If he has money tied up in land for next season's work (and he has to have if he's building more than three or four houses a year) he's paying interest on that money whether he works or not.

If he has insurance on his equipment (and if he doesn't he ought to have his head examined) he's

paying premiums all winter long.

If he's building in a competitive price range in a competitive area, his competition is going to have houses open and ready for business before he gets his footings poured. This means lost sales.

But most important of all, he's losing building time. The total profit he makes depends on how many houses he finishes a year. If he wastes three months instead of using them to build, he's throwing away 25 per cent of his potential profit.

Winter building in most parts of the country has its problems, of course. Work goes more slowly, bad weather raises Cain with schedules. Below, and on the next page, are some ideas that should help you get through the winter with a minimum of frostbite.

**COMPONENT CONSTRUCTION** is one of the best ways to minimize the havoc winter weather can play with your schedules. Prebuilt panels go up quickly; the house can be weathertight in just a couple of days.

### Is your equipment ready for cold weather?

The same rules that apply to your automobile go for your trucks, tractors, and the like, of course. Anti-freeze, light oil, and maybe snow tires. If you've never run a piece of equipment through the winter, go back to your files and check the instruction booklet that came with it; it may have useful cold weather information. When in doubt about a

point, don't hesitate to contact the manufacturer or his distributor. It's a cheap way to save a lot of repair bills.

The better you can protect that equipment against the elements, the longer it will last. If you don't have garage space, try to find some way of covering it up. That old standby, polyethylene sheet, is ideal.

### Is your scheduling ready for cold weather?

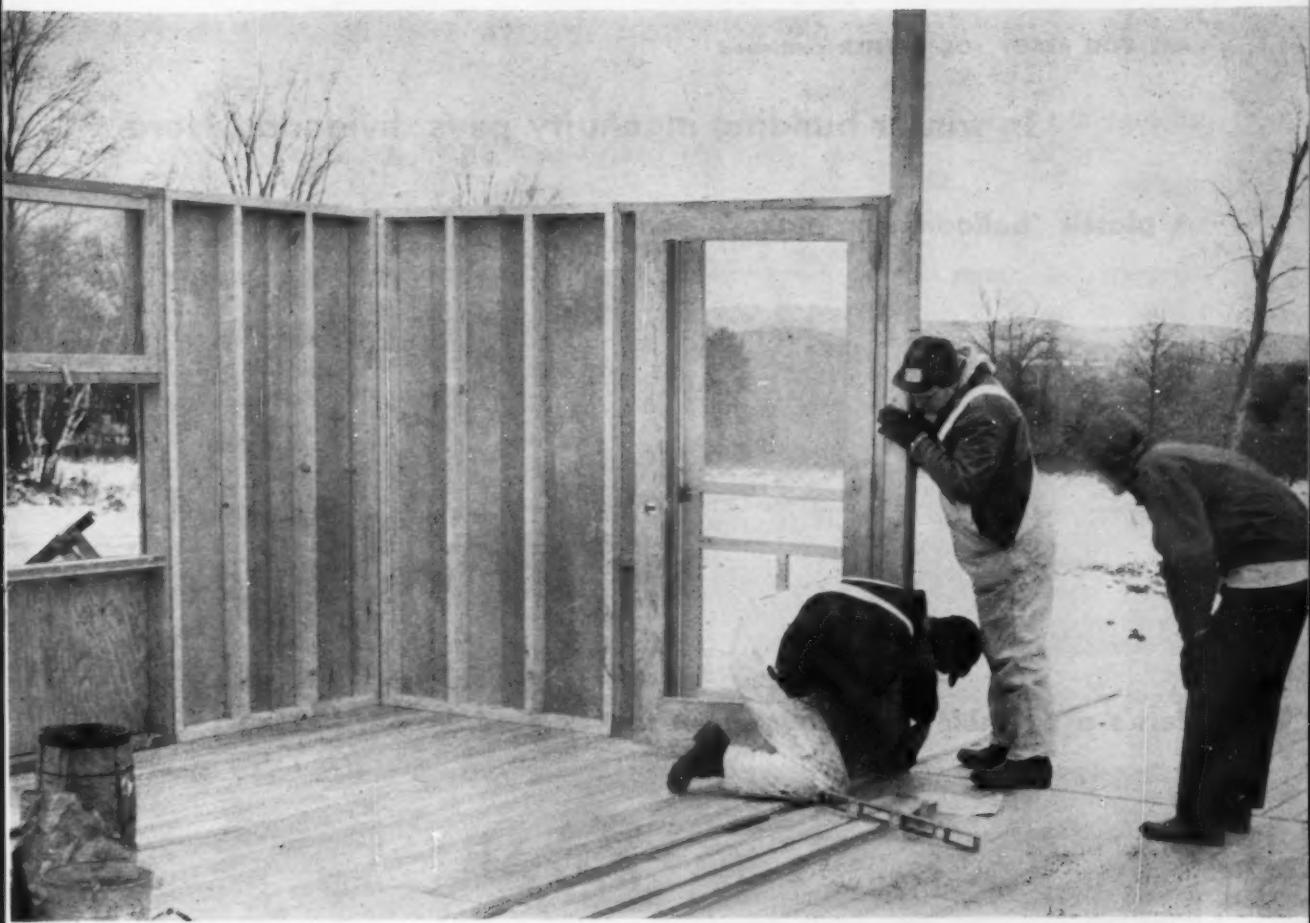
There are limits to how far you can bend your schedule, of course; no one has yet found a way of getting the roof up before the foundation is dug. But if you're doing several

houses at a time, it will pay to get the roof on as many as possible as quickly as possible, so when the weather turns cold you'll have inside work for your crews.

### Is your site work ready?

Again, if you have several houses to do, and if you're in an area where the ground freezes deeply, or where the mud gets impossible, it makes sense to get as many founda-

tions in ahead of the weather as possible. Frozen ground won't clear up like a snowy spell; it won't thaw till spring, and that's a long time away.



### Have you devised ways of keeping your men comfortable?

There are two parts to this question. First of all, a man who's cold or wet just can't work as fast or as efficiently as one who's comfortable. Cold hands don't hold hammers well, and gloves make it hard to feed nails. There are times when a man just has to stop working and warm up; the easier you make

it for him, the faster he'll be back on the job. This means some sort of heater that can go inside a house shell, or at least a truck cab with a heater in it. The second part of the problem is morale. If you're the kind of employer who thinks about his men's comfort, men will be happy to work for you.

### Are you taking advantage of new products and ideas?

There are a lot of manufactured products on the market that will make winter building, if not exactly joyful, at least palatable. These include various types of heaters, anti-freeze additives for concrete, and all sorts of gadgets for removing snow, from

hand shovels to the fanciest snowplows. These can be selected to fit the job and the wallet. See the next two pages. We have noted some ingenious tricks other builders have thought up. Some of them may be applicable to your jobs, too.

### Are you making your cold-weather plans now?

The only sure thing about winter weather is that it's going to get lousy a lot earlier than you think. The best laid plans aren't worth

a hoot if they aren't in effect before winter gets here. There's a lot to be done, and the time to do it is now.

## In winter building ingenuity pays dividends. Here

### A plastic "balloon" can make a good field warehouse



Polyethylene sheet is one of the most versatile materials a builder can use in winter or summer. Here, looking like a gigantic balloon, is a warehouse made out of the material. Sandbags around the edges keep it from taking off, and an old oil burner blower provides enough pressure to keep it ballooned up. At night the blower can be turned off; during the day it allows a man to walk around inside and move material.

### Here's a portable greenhouse that moves outdoor work indoors



Builder Bob Schmitt, subject of this month's cover story, not only keeps building all winter, but keeps building at peak efficiency all winter, and this polyethylene "greenhouse" is one of the reasons. It's big enough to cover an entire foundation, can be heated either by a heater or, on bright days, just by the sun. Everything, from the footings to the slab pour, can be done "indoors." Greenhouse is sectioned for easy handling.

### You can turn some of your earth moving equipment into snowplows



If you live in one of the snowier areas of the country, you have tried and true methods of clearing your land for building after a winter blizzard. If, on the other hand, heavy snows are a rarity in your neighborhood, you may have to deal with them on short notice. If you have bulldozers or scrapers or the like, your problem is easy; if you don't have a blade on your tractor, it might be a good insurance purchase.

## are 7 ways to beat the weather

### Remodeling can keep your crews indoors where it's nice and warm



Inside remodeling work is one of the best ways of keeping your men working all winter, but it isn't something that just any builder can jump into. Remodeling takes the best mechanics you have, and it takes more supervision than any other sort of work. It's not for high speed framing crews or other mass-production personnel. On the other hand, for the very small builder with a small gang, it's just the thing.

### Plan your roads early and you'll keep your trucks rolling



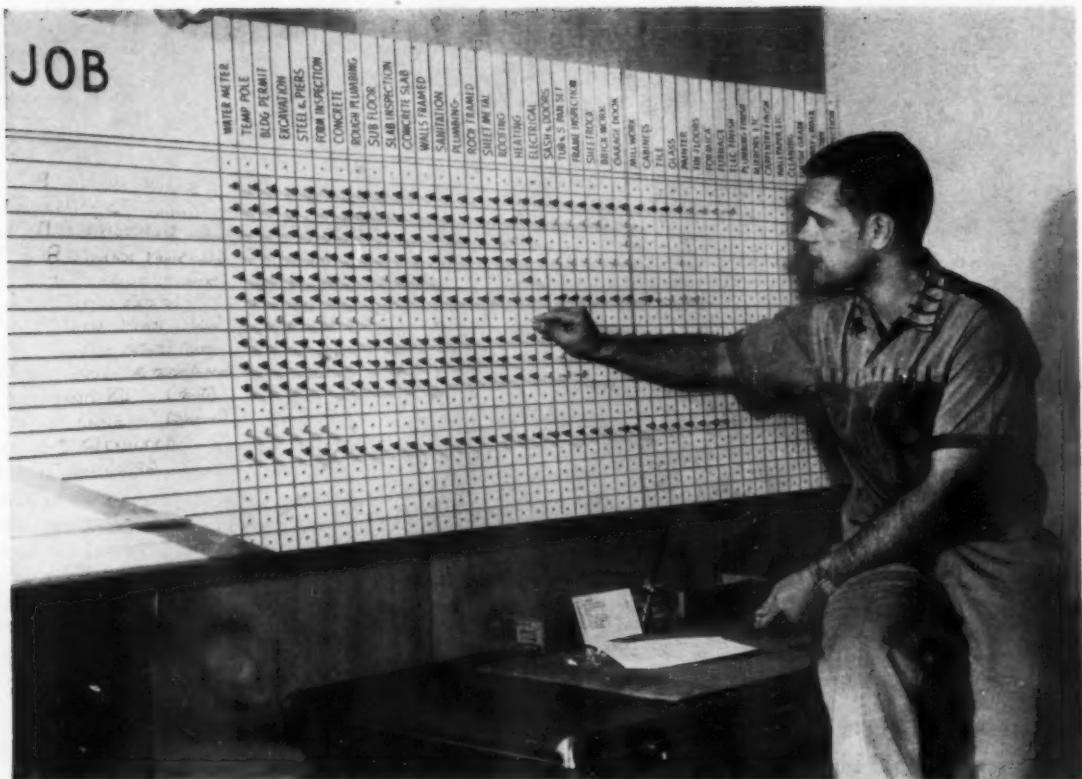
Partner in crime to freezing weather and snow is mud. It occurs in any climate, starts earlier and lasts longer than snow and ice, and can be the worst money-waster of all. Materials can't be trucked in, trucks and machines sink to their axles. If you can stretch your budget out that far, you'll save time and money by getting roads in before the mud comes—if not the finished road, at least the roadbed.

#### From the sublime to the ridiculous—but they work

► If you have a good-sized indoor shop, here's an idea that not only can save you money and winter working time, but also can give your overall efficiency a big boost. Studs, rafters, joists, etc., all can be cut to length before they get to the site. Rabbeted stock for window frames can be worked. Doors can be hung in their frames, and the hardware installed. If you build your own cabinets and vanities, they can be done in the shop as well as on the job. All of this will take a certain amount of planning,

and you may find yourself laying out much more complex plans, but when you're through you should find yourself with a much faster, better controlled system than you ever had, and one that you'll stick with in any kind of weather.

► There may come a time when you have to dig, frost or no frost. We know of one builder who piled up old corn stalks, set them on fire, and melted the frost to diggable proportions.



**WORK FLOW** is speeded by this "check" board, since everyone, including sub-contractors, knows exactly how

far along each job has progressed, when the next step must begin. Placing indicator peg is John Osmundsen.

**BUILDER JOHN OSMUNDSEN SHOWS:**

**This job control panel cuts  
building time by 30 days**

If you are losing profits because of slow deliveries and non-coordinated construction, John Osmundsen, Walnut Creek, Calif., builder, may have a solution for you.

He had the same problem not too long ago. A man of action and ideas, Osmundsen set out to eliminate it. He came up with the pegboard panels shown above, and so far it has worked. As a matter of fact, he has actually been able to chop custom building time by 30 days. Constructing homes in the \$25,000 to \$35,000 class, he formerly needed 90 or more days to complete each house. Now it takes 60 days.

### Here is how the system operates:

- The panel is sectioned at the left into spaces for each house Osmundsen is currently building. The vertical columns refer to construction steps on

every job. The steps are arranged in order of precedence from left to right.

- Each Friday, Osmundsen and his superintendent make up a "progress and work" schedule. This is simply a mimeographed sheet apportioned for each house being built. They list steps to be completed for each house during the following week.
- By Monday noon, all materials for the week's tasks have been ordered to the building sites.
- When order is placed for a sub or for materials, a yellow tack goes into control panel above at point where job and task intersect.
- When materials arrive on site, or construction step has been completed, red tack replaces the yellow tack on the board.

A word of warning from Osmundsen: the system is no better than the work put into it.



## Enter your Best Model Home

### In American Builder's 1957

### National Home Week Contest

**Here's what six nationally famous judges will look for in awarding "best model home" plaques:**

Once again in 1957, American Builder will conduct its widely publicized National Home Week "Best Model Home Contest." Any model home displayed during National Home Week (Sept. 21-29) will be eligible for entry.

The judges will spotlight model homes that best express the purpose of National Home Week—more saleable houses. Entries will be scored on five counts, each of equal weight: (1) exterior design; (2) floor plan; (3) construction techniques; (4) quality materials and equipment, in-

cluding "hidden value" products; (5) merchandising. A top-flight jury headed by George S. Goodyear, President, and J. W. Underwood, Merchandising Committee Chairman of NAHB, will select the winners. Other judges include Andrew W. Place, South Bend, Ind., builder; Henry D. Norris, A.I.A., Atlanta, Ga., architect; William H. Scheick, Executive Director, Building Research Institute; and Joseph B. Mason, Editorial Director of AMERICAN BUILDER. In addition, judges will select special prize winners (see next pages).

### Entries will be judged in two price-categories: houses under \$16,000; houses \$16,-40,000

One builder in each price-category will be given a Grand First Award. Similarly, there will be duplicate second and third awards. The judges will also select 15 houses in each category for special awards of merit. Award-winning entries will be published in

American Builder's December issue and will be displayed at the 1958 NAHB convention in Chicago. Winners will also be publicized in local newspapers by American Builder's press relations staff—plenty of publicity potential for every contestant.

### Plan to show a model house during NHW and take these steps as a contestant:

1. Contest entries must reach American Builder, 30 Church St., New York 7, N. Y. not later than Oct. 21.
2. Entries must include blueprints of complete working drawings; interior and exterior photographs; a list of major materials and equipment including "hidden values" (quality products normally hidden from the consumer's view); samples of advertising

- and promotional material.
3. Entries may include rough detail drawings of special features; brief descriptions of economical construction techniques; newspaper publicity.
4. Include a letter giving name of builder or company; architect; price; location; statement of sales results; date of local NHW promotion.

IN AMERICAN BUILDER'S  
BEST MODEL HOME  
CONTEST:

Here  
are  
SPECIAL  
PRIZES  
for best  
"HIDDEN-  
VALUES"  
merchandising

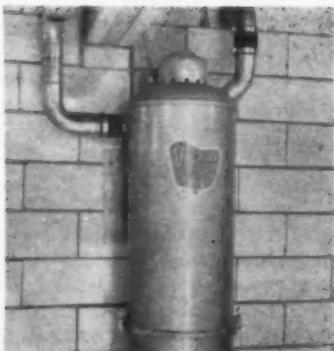


TOP AWARD among special prizes for best merchandising of "Hidden Values": International Harvester A-110 Series Truck (list: about \$2,350).

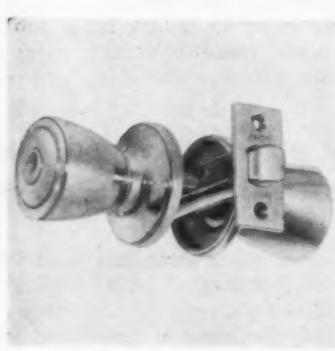
For the best builder merchandising of "Hidden Values" in a model home, the valuable prizes shown on this and the two succeeding pages will be awarded. These special prizes are in addition to those awards which will be given to winners of AMERICAN BUILDER'S annual Best Model Home Contest (see previous page).

A "Hidden Value" is a product or technique that adds to the life, strength or value of the building, but whose presence or inner quality cannot be seen in the finished structure.

Not pictured here: an attic fan to be given by Diehl Manufacturing Co., Somerville, N.J.



VACUUM MACHINE mounted in basement is part of \$300 Vacu-Flo system which H-P Products of Louisville, Ohio, will award.



ENTRY LOCKSET is one of four in Kwikset's "400"—Line Bel Air—designed units firm is giving. Others are passage, privacy and exit models.



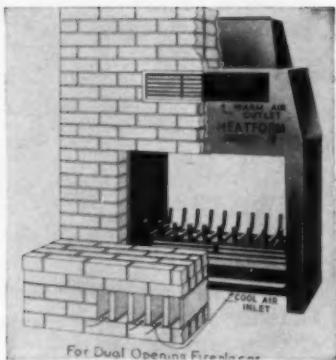
STEEL-CONSTRUCTED fireplace is one of two prizes to be donated by Heatilator, Inc. Other is its Heatilator Service-way for basement entry.



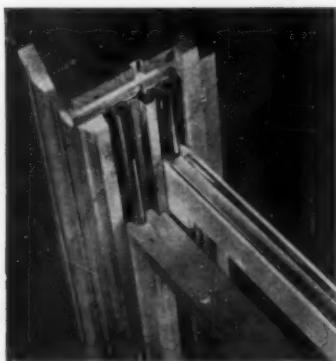
**CABINET SINK** with stainless steel top, Deckmount faucets, two large storage cabinets and four roller drawers will be donated by Tracy Manufacturing Co. as one of major prizes for best merchandising of "Hidden Values".



**LAVATORY**, 5' tub and toilet are prizes to be given by Eljer Co. In photo here are Arnold E. Thiesfeldt (L), adv. mgr., and Loren H. Bonnett, gen. sales mgr., for Eljer. All fixtures feature brass and will come in white.



**\$100 CREDIT** on this model D Heat-form fireplace will be given by Superior Fireplace Co., as well as its Protecto Log Rest (retailing at \$12.50).



**COMBINATION** weatherstripping and sash balance is this Dura-Seal unit to be given by Zegers, Inc. for best "Hidden Values" merchandising.



**MODERN** cover pan of Perfection Industries' new gas-fired heating unit shown here blends with room. Heater, which is 70th anniversary model MG100, is being given as one of prizes by Perfection. Unit has 100,000 BTU input.



**THIS MODERN** Welbilt-In oven, broiler and surface cooking unit are the prizes which will be offered by Welbilt Corp., Maspeth, N.Y., as a major prize in the competition for best merchandising of "Hidden Values" in a model home.

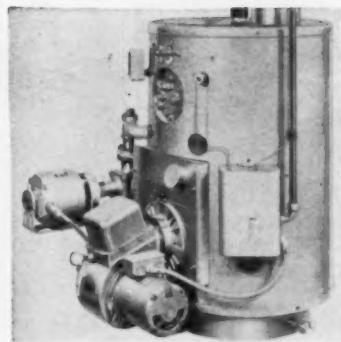
## Here are additional special prizes



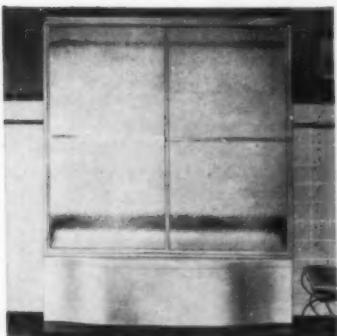
**THIS CARVED PANEL** garage door will be donated in the contest by Ridge Door Co., Monmouth Junction, N.J. It is 8' wide and 7' high.



**NATURAL BIRCH** kitchen cabinets shown here will be donated by Colonial Products Co. Called Yorktowne Kitchen, it is valued at \$350.



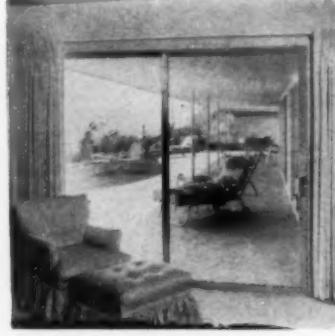
**A BIG JOB** is done by this small boiler, the Koven 75, being given as a prize by L. A. Koven & Brother, Inc., Jersey City, N.J., its producer.



**OFFERED BY** Theodore Efron Mfg. Co. is this ShoweRite tub enclosure retailing at \$69.95. Firm will also give shower door (list: \$39.95).



**TO KEEP VALUABLES** hidden, Meilink Steel Safe Co. is donating two wall vaults for a winner of best merchandising of "Hidden Values."



**LUXURY MODEL** in sliding-glass door line from Frank B. Miller Mfg. Co. will provide "hidden values" prize. Retail value of the unit: \$187.25.



**COMPLETE CABINET** sink, Youngstown's standard 54" Model S-54-2, is another award slated for a winner of "Hidden Values" merchandising contest.



**ENOUGH SEAL-TAB** shingles for one roof will be given by Flintkote Co. (left). Either "Brushwood" or "Berylstone" vinyl floor (right) is offered by Congoleum-Nairn.



**SECTIONAL** raised-panel overhead garage door which lists at \$125 will be donated as "Hidden Values" prize by Calder Manufacturing Co., Lancaster, Pa.

# The Payoff Departments

## **New Products and Catalogs.....109 →**

Builders' supermarket for plastics, other new products—literature. Reply card, page 112.

## **Land Planning.....164 →**

Look what you can do with the versatile tractor.

## **Merchandising Ideas in Action.....178 →**

Capsule case histories of successful sales promotions.

## **How To Do It Better.....180 →**

Builder shows how he built a walk-in refrigerator.

## **Ask The Experts.....184 →**

How to use grade beams on fresh fill.

## **Keeping Up With The Law.....192 →**

State courts can't act where NLRB has jurisdiction.

## **Convention Calendar.....194 →**

Check this list for meetings you want to attend.

## **Technical Guide.....216 →**

How to install the latest wall heaters and furnaces.

## **Better Detail of the Month.....228 →**

How to reduce settlement in split-level framing.

## **The Month Ahead.....238 →**

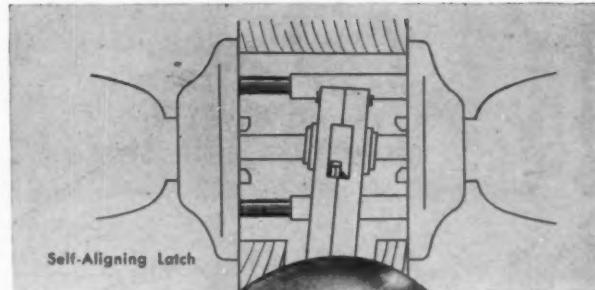
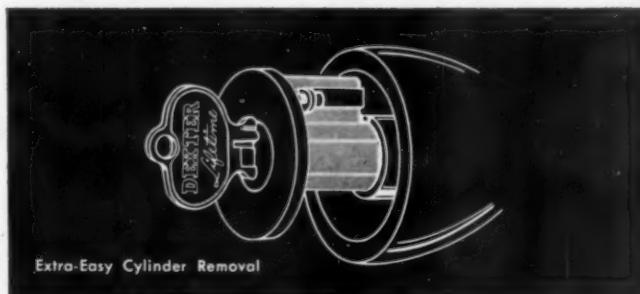
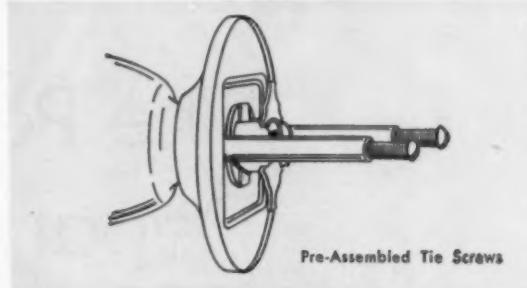
Things for builders to think about during November.

# DEXLOCK

*the only economy lock with  
all these features*

- ◆ **Factory pre-assembled tie screws** spare you the trouble of inserting them or the possibility of losing them. Pre-assembly at factory guarantees correctly tapped tie rods.
- ◆ **New, extra-easy removal** of cylinder without tools. Simply remove lock from door, turn key 180°, pull out cylinder and it's ready for rekeying.
- ◆ **True self-aligning latch** prevents knobs from binding and assures fast, easy installation even if edge hole is bored out of line.

**Plus:** Cylinder plug and case made from solid brass rod, not zinc die cast or powdered metal ◆ Tie screws concealed by inside rose ◆ Interior parts are steel ◆ Exterior parts are solid brass, bronze or aluminum ◆ Pin tumbler security ◆ Standard or two tone finishes ◆ Tulip or rounded knob styles ◆ Functions for all residential needs ◆ Fits standard Dexter boring.



BY

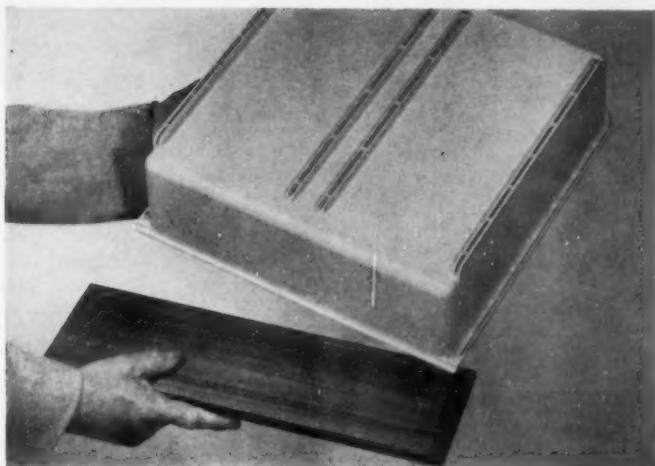
## DEXTER

NO LOCK INSTALLS FASTER THAN A DEXTER

Write for new Dexlock brochure.  
Counter displays for Dexter dealers.

**DEXTER LOCK DIVISION** Dexter Industries, Inc., Grand Rapids, Michigan

In Canada: Dexter Lock Canada Ltd. — In Mexico: Dexter Locks, Plata Elegante, S.A. de C.V.  
Dexter Locks are also manufactured in Sydney, Australia; Milan, Italy and Porto, Portugal.



**EASY TO DECORATE**, end and center guides, uniform sizes make Prolon drawers easy to install. Flange front takes wood facings to which paint and laminates can also be applied. Prolon Plastics. (No. O1, p. 112.)

## How to cut labor costs...use plastic drawers for built-in storage

Fitting, finishing or planing the built-in storage drawer can now be eliminated. The plastic drawer with its uniform, interchangeable shape; molded center guide and runners; and one-piece, non-warping design is doing this job for many builders.

One of these drawers (top of page) is of Monsanto's high-impact molded styrene. Prolon Plastics has designed it with jointless, rounded corners (for easy cleaning), in two matte-finished colors (beige and black) and—most interesting of all—with flange fronts to accommodate wood facings. Facings are mounted simply by saw cutting them to fit the flange and cementing them in place. In two stock sizes: 32x16x5" or 15½x16x5".

The second drawer (right), by Knoll-Drake, is molded of Bakelite phenolic plastic. Resistant to chipping or scratching, it is black, with black, gray or white fronts and comes in three sizes ranging from roughly 18x34x7" to 18x17x4". Special slides, attached to storage area, simplify installation.

**INSTALLATION EASE** is provided with special slides screwed to side panels. Slides suspend drawer by its top-molded lip. Knoll-Drake Products (No. O2, p. 112.)



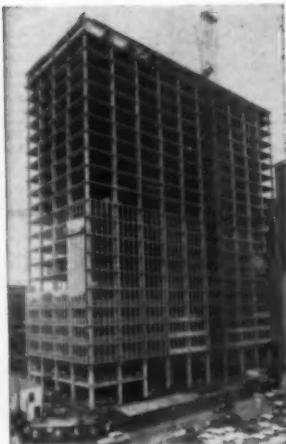
**VARIETY OF SIZES**, all uniform and dimensionally stable, in Knoll-Drake's plastic drawers. Black finish can be coated with gray or white in front for decorating.



More cost-saving plastic products ahead ▶



## On raceways like these *Shure-Set*® wins by 20 lengths



New Illuminating Co. building,  
Cleveland, Ohio.

The sooner you finish a job, the more profit you make! The sooner a building is occupied, the quicker the investment pays off.

Take these duct raceways, for instance. They had to be secured to Haydite slabs. Instead of using expansion bolts involving drilling, filling each hole with lead plugs and driving in expansion screws, the contractor used SHURE-SET... and saved up to 15 minutes per fastening.

SHURE-SET makes any fastening in mortar, concrete or light steel easier, faster because it drives like a nail and holds like an anchor. SHURE-SET uses no cartridges, just hammer power—makes each hammer blow effective.

Save time and money with SHURE-SET... a valuable companion tool to RAMSET, the powder-actuated fastening system.

Catalogs describing SHURE-SET and RAMSET are yours for the asking. Write for both today.

**Shure-Set**

Trademark

HAMMER-IN FASTENING TOOLS

PATENTS PENDING

BY THE MAKERS OF **Ramset**® PRODUCTS

12113-J BEREAL ROAD

**Ramset Fastening System**

WINCHESTER-WESTERN DIVISION

OLIN MATHIESON CHEMICAL CORPORATION

CLEVELAND 11, OHIO

## NEW PRODUCTS ...



### Waterproofing use featured

Outstanding for waterproofing, non-aging polyethylene film won't tear, rot, mildew, or absorb moisture. Ideal vapor barrier for walls, ceilings, subflooring. Available in rolls up to twenty-four feet wide. Chester Packaging Products Div., Dept. AB, 684 Nepperhan Ave., Yonkers 2, N.Y.

Circle No. 03 on reply card, p. 112



### Easy-to-handle plastic panels

Lightweight, translucent, structural curtain wall panels provide exceptional design freedom at minimum construction cost. Of fiber glass reinforced plastic sheets bonded to aluminum grid; available in four modular sizes and six colors. Kalwall Corp., Dept. AB, Manchester, N.H.

Circle No. 04 on reply card, p. 112



### Time-saving packaging

Polyethylene construction film is featured now in time-saver carton for easier on-the-job handling. "Double folded" roll is clearly marked for gauge and thickness. Cutting before spreading film also saves floor space. Unused portions are kept clean. Kordite Co., Dept. AB, Macedon, N.Y.

Circle No. 05 on reply card, p. 112

You are entering the **American Builder**

# Supermarket

---

**Help yourself to everything you want in new information and literature about new products shown on the pages ahead. This is one-stop shopping for ideas. Instead of writing a dozen different manufacturers, just circle the numbers on the other side of the card below . . . then drop it in the mail (no stamp needed). AMERICAN BUILDER will forward your request to each manufacturer, who will send you complete data free of charge. Get your pencil out and help yourself . . .**



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4 cents Postage will be paid by

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**FREE INFORMATION - ON PRODUCTS and EQUIPMENT**

**PLASTIC PRODUCTS**

Q1 Prolon Plastic drawers  
Q2 Knoll-Drake drawers  
Q3 Chester Packaging poly-ethylene film  
Q4 Kalwall panels  
Q5 Kordite construction film  
Q6 Southwestern plastic pipe  
Q7 Alcove panels  
Q8 Aldor garage door  
Q9 Acme Rubber Mfg. pipe  
Q10 Gen. American Transportation wall covering  
Q11 Sunbeam bathroom accessories  
Q12 Yardley plastic tubing  
Q13 Standard Coated Products wall covering  
Q14 Roman stone veneer

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Q15 Luminous Ceilings  
Q16 Yester closet door  
Q17 Getman Bros. truck  
Q18 Clipper Mfg. Co. saw  
Q19 A. Marchand spice shelf  
Q20 Porter-Cable hand saw  
Q21 Chapman hardboard panel  
Q22 Frank G. Hough tractor  
Q23 C-F-G Associates house number-doorbell  
Q24 Lightolier electrified raceway  
Q25 Visador door lights  
Q26 Tennessee Fabricating Plast. Plug  
Q27 Winfield "Decor-Door"  
Q28 Easy Laundry Appliance washer-dryer  
Q29 Magne Chemical concrete curing chemical

Q30 Foss & Seymour outlet  
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Q33 Harbor Plywood siding  
Q34 Tubular Structures hoist  
Q35 American Artisan heating system ratings  
Q36 Sloan Mfg. plastic pipe fittings  
Q37 Robbins Floor Products  
Q38 Red Cedar Shingle Bureau roofing  
Q39 Kansay & Mattison pipe  
Q40 Westinghouse lighting  
Q41 Bokelite coatings  
Q42 Coro "Picture Kitchens"  
Q43 Richmond plumbing fixtures  
Q44 Gerber plumbing fixtures  
Q45 Upton Chemical coating

Q46 Timber Structures, Inc.  
Q47 Russell Tropiglas  
Q48 Tracy Mfg. dishwasher  
Q49 Goldblatt Tool Co.  
Q50 Pittsburgh Reflector Co.  
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Q52 Southwestern Plastic Pipe  
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Q54 McLaurin-Angier Ancover  
Q55 Steco panel-type building  
Q56 Alliance Ware, Inc.  
Q57 Masonite peg-board  
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Q59 Louvercraft doors, shutters  
Q60 Bettis water cooler  
Q61 Chester swimming pools

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Q63-W Albert Korelius coatings pump  
Q64-W Aeromotive Metal products  
Q65-W Baco Products clothesline  
Q66-W Globe luminaire support  
Q67-W Concur Soles saw blades

**TECHNICAL GUIDE**

Q68 Wall Heaters  
Q69 Chattanooga Royal Co.  
Q70 Coleman Co., Inc.  
Q71 Empire Stove Co.  
Q72 H. C. Little Burner Co.  
Q73 Ohio Foundry & Mfg. Co.  
Q74 Payne Heating & Air Conditioning  
Q75 Pioneer  
Q76 Tanco, Inc.

**Wall Furnaces**

Q76 International Oil Burner  
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Q78 Kresky Mfg. Co., Inc.  
Q79 "Softi-Vent"  
Q80 Lennox Industries, Inc.  
Q81 Payne Co.  
Q82 Mueller Climatrol Corp.  
Q83 Silent-Sioux Corp.

OCTOBER, 1957

NAME (Please print)

STREET

CITY

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**PLEASE CHECK YOUR FIELD OR OCCUPATION**

Builder or Contractor  
 Sub-Contractor or Building Trades  
 Building or Planning Own Home  
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 Other  
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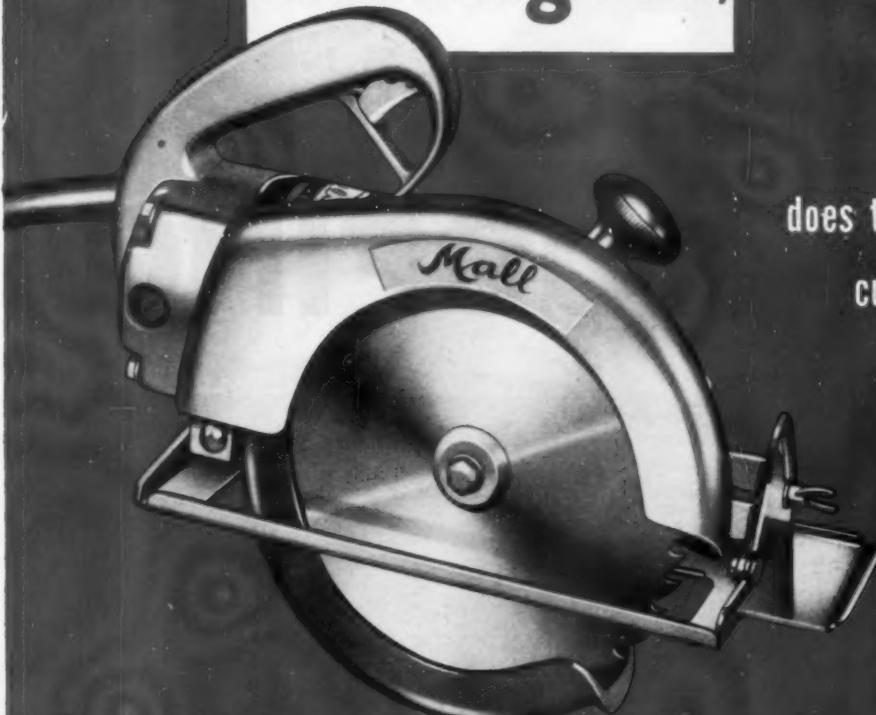
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3 years \$71  New  Renewal  .....  
.....

Signature

now, in portable electric saws, too.

# if it's Remington, it's right!



does toughest  
cutting  
jobs easily!  
gives years  
of dependable  
service!

The sturdy model 86 Electric Saw has  
5 great features that make it right for you!

- 0° to 2½" depth capacity!
- 0° to 7½" bevel cut at 45° angle!

- Ball and needle bearings for longer wear!
- Telescoping blade guard for added safety!
- Parallel mounted motor for two-handed cutting!

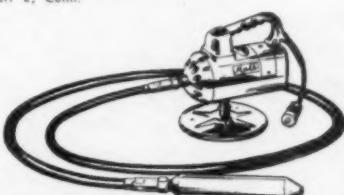
Model 86—equipped with wrench, steel case, 15 foot cord, plug and ground; AC or DC, 25 to 60 cycle; 115 volt or 230 volt models available.

# Remington

**Mall** ® MALL TOOL COMPANY,  
Division of Remington Arms Company, Inc.  
Bridgeport 2, Conn.



Impact Wrench—Model W-120,  
½" capacity.



Concrete Vibrator—Model 3EV,  
Universal Electric Vibrator, 2 H. P.

## Precision-built for superior performance!

Here's a saw that gives you plenty of handling ease and maneuverability. Yes, now you can have portable electric saws by Remington, the newest name in the power tool field and famous for 141 years for quality in sporting firearms and ammunition.

The Model 86 electric saw was made to zip through construction and remodeling work. It comes complete with 8½" blade, saw dust blower and wing nut adjustment. Try it and observe the superior performance you get from the combination rip-cross blade. It was built to make tough jobs easy—as are all of Remington's famous Mall electric saws.

There's an electric saw by Mall Tool Company, Division of Remington Arms Company, Inc., for every kind of cutting job—in farming, industry and construction. For additional information, please fill out the convenient coupon.

MAIL TOOL COMPANY • Division of Remington Arms Company, Inc.  
Dept. K34, Bridgeport 2, Connecticut  
Please send free catalog on Construction Tools.

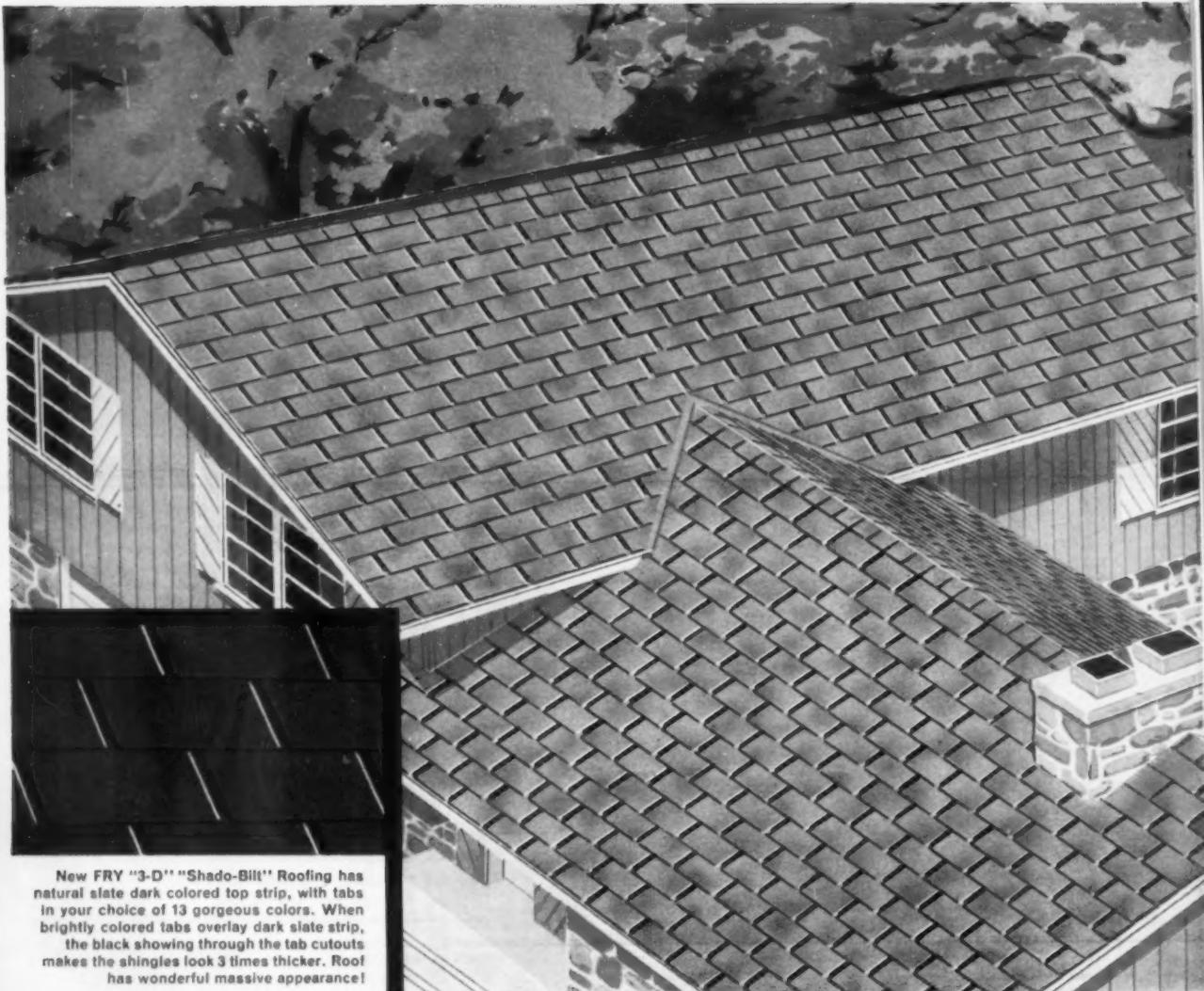
NAME \_\_\_\_\_

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CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

# FRY

## “3-D” ROOFING



New FRY "3-D" "Shado-Bilt" Roofing has natural slate dark colored top strip, with tabs in your choice of 13 gorgeous colors. When brightly colored tabs overlay dark slate strip, the black showing through the tab cutouts makes the shingles look 3 times thicker. Roof has wonderful massive appearance!

# SHADOW-BILT

## 290-LB. ASPHALT SHINGLE

FRY's sensational *new look* in roofs can be easily identified from fully a block away. So distinctive in appearance, so strikingly beautiful, that it calls out to passers-by: "Here's the roof you want for your home—a different-looking roof that friends and neighbors will admire and envy!"

It's nationally advertised in influential magazines—which, of course, paves the way to easier sales for you.



### FULL-VALUE BONDED FOR 20 YEARS!

Beauty spearheads many a sale for many a product—but the *shaft* of your sales-weapon, where the real "heft" lies, is in performance. The time proved *performance* of FRY ROOFING has made the Lloyd A. Fry Roofing Company the world's largest manufacturer of asphalt roofing and allied products. That's an important point to pound home to your prospects.

But the *clincher* is Fry's exclusive FULL-Value, 20-Year Bond—the *only* bond in the industry that covers labor costs as well as materials, in the event of specified roof failure.

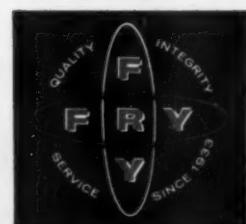
There's so **MUCH** to the Fry story—so much that can spell more P-R-O-F-I-T for you—that we suggest you get full details from the Fry plant nearest you, or write direct to our General Offices, TODAY!

### LLOYD A. FRY ROOFING COMPANY

GENERAL OFFICES: 5818 Archer Road, Summit (Argo P.O.), Illinois

*World's largest manufacturer of asphalt roofing and allied products—  
19 roofing plants strategically located coast to coast*

ROOFING PLANTS: Summit, Ill. • Portland, Ore. • Houston, Texas  
Morehead City, N. C. • Compton, Cal. • Kearny, N. J. • Detroit, Mich.  
Irving, Texas • Minneapolis, Minn. • York, Penn. • North Kansas City, Mo.  
Brookville, Ind. • Jacksonville, Fla. • San Leandro, Cal. • Stroud, Okla.  
Memphis, Tenn. • Robertson, Mo. • Waltham, Mass. • Fort Lauderdale, Fla.





## **the Modern Water System ...for Modern Homes!!**

People planning to live in "suburbia" . . . beyond reach of water mains . . . may give little thought to water problems. But they quickly learn that a modern automatic water system is the most important electrical equipment in the home.

One of many important features is the stainless steel pump shaft FLATTED ON TWO SIDES to assure a balanced, positive drive of the impellers. (No lost motion—full use of power).

### **Other Features**

- Extra large diameter of pump shaft gives greater strength.
- Shaft is ground and polished stainless steel.
- Entire unit is corrosion-resistant and waterproof.
- Wide selection of sizes, motors and pump capacities up to 1560 gallons per hour. Also made in larger sizes and capacities up to 400 gallons per minute.

### **Send for New Bulletin 6700-E!**

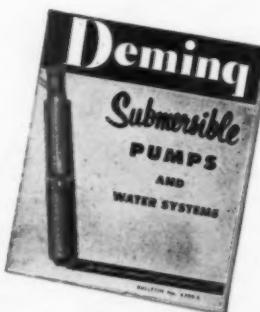
Get ALL the facts on the most up-to-date line of submersible pumps on the market—the new Deming Submersible line of pumps and water systems.

Send for a free copy today!

THE DEMING CO. • 563 Broadway • Salem, Ohio

# **DEMING**

## **PUMPS AND WATER SYSTEMS**



### **NEW PRODUCTS . . .**



#### **Plastic for easy drainage**

"Hidden-value" plastic drainage pipe cuts with hand tools, is strong, durable, lightweight. Available in lengths from ten to thirty feet; reduces installation time, requires fewer joints, imparts greater line strength. Southwestern Plastic Pipe Co., Dept. AB, Box 117, Mineral Wells, Tex.

Circle No. 06 on reply card, p. 112



#### **Panels have plastic core**

Strong panels with foamed plastic as core, aluminum and other materials as skin, offer many paneling possibilities. Available in widths to 48", thicknesses to six inches, aluminum and foamed plastic "planks" are ready for fabrication into many products. Alcoa, Dept. AB, 1501 Alcoa Bldg., Pittsburgh 19, Pa.

Circle No. 07 on reply card, p. 112



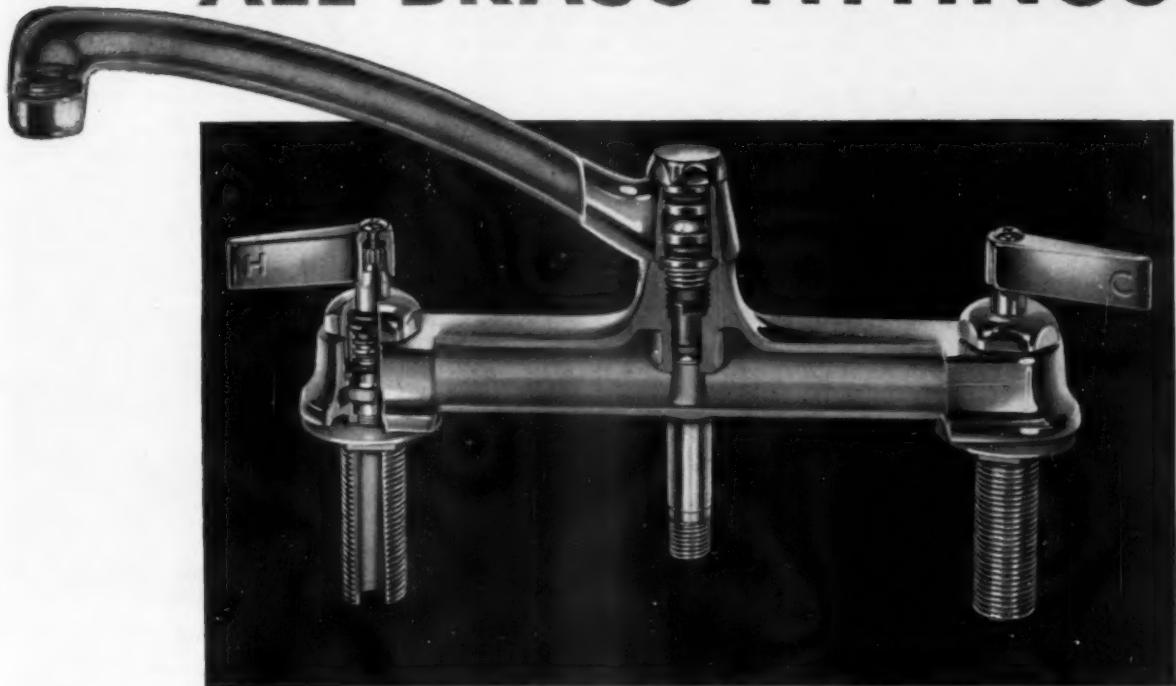
#### **Colorful plastic doors**

Strength and beauty are combined in Fiberglas-plastic garage door. Both rigid and sectional types are light, easy to operate, yet strong. Available in five, permanent, translucent colors, making durable, maintenance free doors. Aldor, Inc., Dept. AB, 2415 N. W. 75th St., Miami, Fla.

Circle No. 08 on reply card, p. 112

# KOHLER

## ALL-BRASS FITTINGS



Every bit of metal in a Kohler fitting, underneath the chromium plating, is brass, of high copper content. This includes handles and escutcheons.

Brass has no equal for serviceable and satisfactory plumbing fittings.

- Brass is superior in wearing qualities.
- Brass has maximum resistance to corrosion.
- Brass is the easiest and most economical to maintain.

Better than any other metal or alloy, brass takes and holds chromium plating, giving Kohler *All-Brass* fittings their long-lasting bright, jewel-like beauty.

KOHLER CO. Established 1873 KOHLER, WIS.

### KOHLER OF KOHLER

PLUMBING FIXTURES • HEATING EQUIPMENT • ELECTRIC PLANTS  
AIR-COOLED ENGINES • PRECISION CONTROLS

# BURNHAM

Since 1873

## PACKAGED BOILERS

### CUT YOUR INSTALLATION COSTS and make satisfied customers!

Yes, Burnham's cast-iron construction and famous craftsmanship save you a lot of worries and costs! Factory assembled and tested Burnham boilers can be easily slipped in place and hooked up. Labor costs are reduced and fine performance is assured.

With advanced vertical flue travel, Burnham boilers save on fuel bills too. That's bound to please customers greatly. What's more, plentiful hot faucet water is provided year 'round by built-in all-copper coils. To be sure of fast sales — be sure you install Burnham.

#### JUBILEE

##### Wet Base Oil-fired Boiler

Good engineering, including its wet base design, helps this new Burnham cast-iron boiler give the utmost in comfort and economy. Wet base, vertical flue travel and rapid water circulation combine to give high fuel efficiency. Built-in all-copper tankless heater gives plentiful year 'round hot faucet water. Boiler can be installed on combustible floors. Two sizes . . . 445 sq. ft. and 500 sq. ft., net I-B-R ratings. Also available as JUBILEE-PAK pre-packaged boiler. Shipped in extra sturdy crate which has earned the National Safe Transit Label.



#### HOLIDAY

##### Advanced-design Gas-fired Boiler

Give your customers the most advanced design and performance features with HOLIDAY Gas Boiler. Plenty of hot faucet water from built-in Trufin copper tankless heaters is a Burnham "first" in the field. Vertical flue travel means high fuel efficiency. HOLIDAY'S handsome blue and gray two-tone extended jacket gives it beauty to match its performance, too. A wide range of capacities is available . . . from 300 to 1100 sq. ft. water and from 160 to 610 sq. ft. steam, I-B-R net ratings. A.G.A. approved. Also available as HOLIDAY-PAK completely packaged boiler.

#### PACE-PAK®

##### Factory-assembled Oil-fired Boiler

Shipped completely assembled and ready to connect. This means big savings in installation time. Wiring, controls and equipment of this cast-iron oil-fired boiler are engineered, assembled and tested by Burnham. Built-in all copper tankless heaters for hot faucet water are available. Vertical flue travel. Shipped in sturdy skid-bottom crate. Attractive two-tone jacket. Made in capacities of 565 and 810 sq. ft. water, I-B-R net ratings.



BURNHAM BOILERS WEAR LIKE IRON . . . BECAUSE THEY'RE MADE OF IRON

**Burnham**  
*Corporation*

HEATING & COOLING DIVISION  
IRVINGTON, NEW YORK  
FIRST IN THE MANUFACTURE OF BASEBOARD HEATING



MEMBER OF BETTER HEATING — COOLING COUNCIL

Burnham Corporation  
Irvington, New York

AB-107

Please send me, without obligation, full data and ratings on:

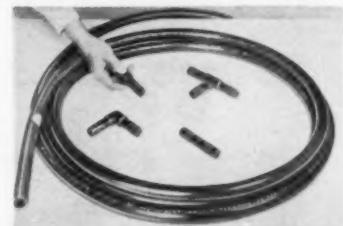
JUBILEE  PACE-PAK  HOLIDAY

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

### NEW PRODUCTS . . .



#### Plastic pipe is non-corrosive

Featuring flexibility and light-weight, "hidden-value" pipe of virgin polyethylene and non-toxic ingredients is for transmission of drinking water. Simplifies difficult, costly piping installations. Wide range of sizes for varied applications. Acme Rubber Co., Dept. AB, 115 Meade St., Trenton, N.J.

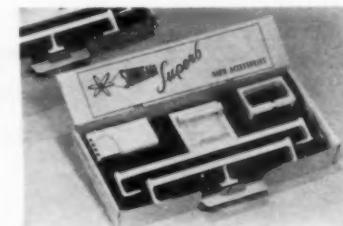
Circle No. 009 on reply card, p. 112



#### Gives walls any pattern

Polyester wall covering from General American will soon be available for use in homes, offices, restaurants, etc. Plastic sheet has patterned polyester sheet laminated to it. Also features unique interlock at edges for easy installation. From Gen. American Transportation Corp., Dept. AB, Chicago, Ill.

Circle No. 010 on reply card, p. 112



#### Plastics add to bath decor

Recently introduced are a line of colored plastic bathroom accessories to match existing fixtures or walls. Unbreakable, with permanent color and finish. Available in white, yellow, pink, blue, green, black, at economy price. Sunbeam Plastics Corp., Dept. AB, Evansville, Ind.

Circle No. 011 on reply card, p. 112



**NOW ! the magic of Roltite makes it  
practical to use walls of decorative laminate**

For your new homes or for remodeling older homes Roltite Contact Cement helps you install today's colorful, new decorative laminate walls easily . . . economically.

Walls of decorative laminates put new glamour . . . new sales appeal into your homes. Homeseekers will be sold by the attractive, easy-to-clean beauty of durable, decorative laminate walls. Available in colorful, unique patterns, decorative laminates won't fade, chip, or peel . . . effectively resist mars and scratches. Dirt is easily removed from the surface of this wonderful wall material by a quick swish with a damp cloth.

Take advantage of the great variety of new decorative laminates available on today's mar-

ket, and use the fast, easy, economical installation methods made possible by dependable Roltite Contact Cement. You'll sell your new homes and new buildings faster . . . you'll make bigger profits on remodeling jobs, too.

Mail coupon below today for FREE, fully illustrated four-page instruction folder on how to install decorative laminate walls.



**MIDCONTINENT**

*Adhesive*

**COMPANY**  
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A Division of Minnesota Mining & Manufacturing Company

Please send me FREE, fully illustrated four-page folder on how to install decorative laminate walls.

Name.....

Company.....

Address.....

City..... Zone... State.....

# Every door opens into a



If tighter money is influencing the number of building starts, then the successful merchandising of your homes becomes increasingly a matter of adding *extra* values!

To reach a quality-conscious market, the heating system offers the logical starting point for upgrading values. The



## Radiant sunny warmth...warm, draftless floors...uniform temperature

In a B&G *Hydro-Flo* heated home, the heat distributors are placed under the window and along cold outer walls. Here they send out a constant flow of *radiant*, sun-like heat, warming the floors and keeping room temperature uniform at all levels...a particularly strong selling point for families with young children.



## Loads of hot water for the kitchen, laundry and bath

What modern convenience is more important than an ample supply of *low cost* hot faucet water? A B&G *Hydro-Flo* System provides hot water in virtually limitless quantities—heated by the same boiler that heats the house—saves the cost of a separate heater.



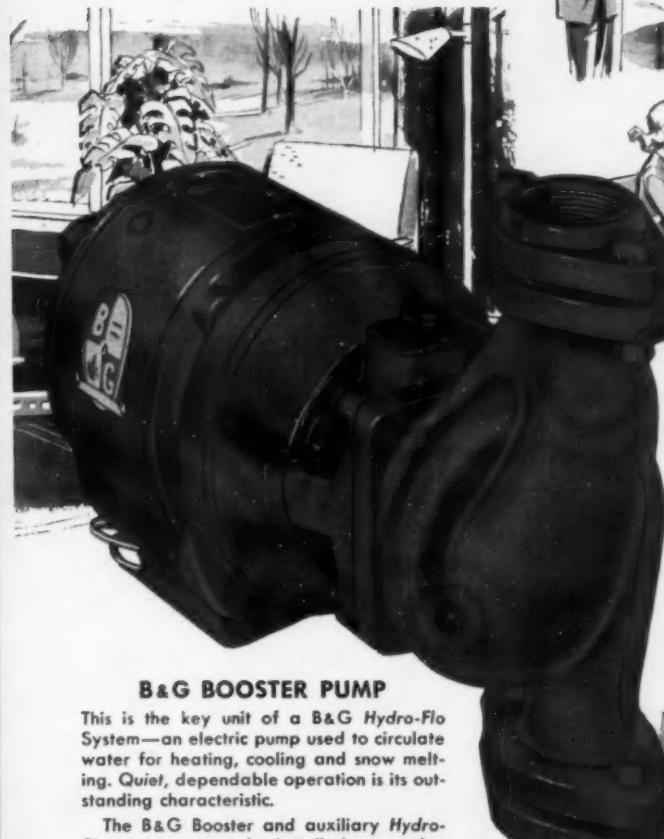
## Summer cooling — now or later

Several methods are available for cooling a home with a circulated chilled water system. Whether installed when building or at a later date, the system can be better controlled and more accurately designed to meet any cooling requirements.

# new adventure in gracious living

its best—features which will keep the home modern for years to come.

Only a circulated water system can offer all the advantages illustrated here...and the flexible way in which they can be obtained. Starting with superior heating, the other features can be added as the owner's budget permits.



## B&G BOOSTER PUMP

This is the key unit of a B&G Hydro-Flo System—an electric pump used to circulate water for heating, cooling and snow melting. Quiet, dependable operation is its outstanding characteristic.

The B&G Booster and auxiliary Hydro-Flo equipment can be installed on any hot water boiler. A majority of boiler manufacturers include Hydro-Flo units as standard equipment on their "package" boilers.



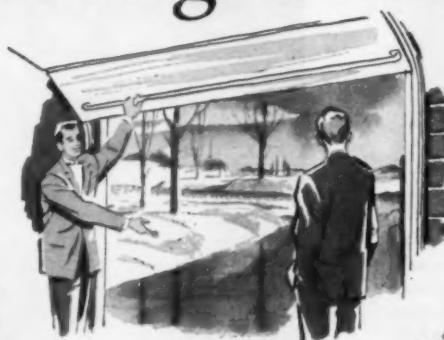
## Hydro-Flo SYSTEM

**BELL & GOSSETT**  
COMPANY

Dept. EZ-11, Morton Grove, Illinois

Canadian Licensee: S. A. Armstrong Ltd., 1400 O'Connor Drive, Toronto 16, Ontario

OCTOBER 1957



### Easy to provide for snow melting

Where a B&G Hydro-Flo System is installed, the same boiler that heats the house can be utilized to heat an anti-freeze solution for circulating snow melting coils under driveways and sidewalks.



### Simplified zoning—ideal for split-level homes

Zoning a B&G Hydro-Flo System is achieved with a minimum of simple, dependable equipment—only one boiler needed and no complex controls. In a split-level home, zoning can be used to assure either a uniform temperature throughout or to provide different temperatures in different areas of the house.



### A lifetime installation

The equipment in a B&G Hydro-Flo System is all of durable materials, capable of giving a lifetime of service.



### SEND FOR BOOKLET

The complete story of the B&G Hydro-Flo System is clearly presented in a full color booklet. Send for your copy—or see your local B&G Representative for further information.

\*Reg. U.S. Pat. Off.

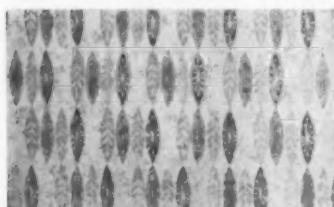
## NEW PRODUCTS . . .



### Tubing facilitates well venting

Plastic polyethylene tubing when used in ventilating domestic well seals assures maximum pump unit performance. Easy to handle and install, "hidden-value" plastic tubing is less costly than non-ferrous metals. Yardley Plastics Co., Dept. AB, 138 Parsons Ave., Columbus, Ohio.

Circle No. 012 on reply card, p. 112



### Designed for today's walls

"Palmetto" wall design adds to the decor of any contemporary home. Pattern is one of many styles in new line of plastic-coated fabric wall coverings by Standard. Soft pastels and coordinated printed styles are suited for all interiors. Standard Coated Products, Dept. AB, Buchanan, N.Y.

Circle No. 013 on reply card, p. 112



### Stone molds from plastic

Plastic molds make possible a pre-cast stone veneer which looks like quarried stone. Economical, lightweight, veneer can be easily applied to varied surfaces. Is ideal for both interior and exterior decorating. Roman Stone Corp., Dept. AB, 2025 W. Division St., Chicago 22, Ill.

Circle No. 014 on reply card, p. 112

## ROCKWELL-BUILT



CIRCULAR SAWS:  
12", 10" tilting  
arbor, 10" tilting  
arbor bench



DRILL PRESSES:  
20", 17", 15",  
14" utility



JOINTERS: 8",  
6" long bed



BAND SAWS: 20",  
14"



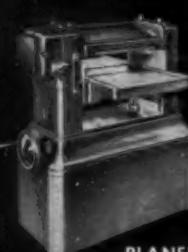
RADIAL SAWS:  
20", 16", 14",  
12", 10", 9"



SAW-JOINTER:  
10" tilting arbor  
saw, 6" long bed  
jointer



SCROLL SAW: 24"



SHAPERS: Floor,  
bench

PLANER: 13" x 5"

**DELTA**

ROCKWELL . . . world's most complete power tool line

53 machines . . . 246 models . . . over 1300 accessories

## NEW PRODUCTS . . .

# DELTA power tools CUT COSTS up to 50%

There's one basic reason why Delta Power Tools are saving up to 50% in construction and millwork costs for builders throughout the country: they do every cutting operation faster, more accurately than you can do them by any other method—and with far less labor cost and material waste! That's because they're versatile, fast cutting precision tools that even semi-skilled labor can use. And they're ruggedly built to last, yet easy to move wherever you want them.

**CUT COSTS IN THE SHOP**—Eliminate expensive, time-consuming outside millwork by finishing rough stock to usable sizes. Make all your own cabinets, doors, shelving and interior trim. In fact, pre-cut entire houses in the shop for fast, on-the-job erection.

**CUT COSTS ON THE JOB**—Set up an on-the-job sawing center to pre-cut the whole house—framing, sheathing, sub-flooring and trim—all on a fast, mass production basis. One man can keep up to five carpenters busy nailing instead of cutting and fitting.

**EVERY DELTA TOOL IS EASY TO OWN** on easy Delta Budget Plan terms. As little as 10% down, up to 24 months to pay. See the complete Delta line. Get all the facts—compare—and make up your own mind! Your Delta Dealer is listed under "TOOLS" in the Yellow Pages of your phone book.



Send coupon  
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another product by  
**ROCKWELL**



Delta Power Tool Div., Rockwell Mfg. Co.  
646K N. Lexington Ave., Pittsburgh 8, Pa.

Please send catalog on the entire Delta line.  
 Please send names of my nearest Delta Dealers.

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ County \_\_\_\_\_ State \_\_\_\_\_



Latest trend in lighting

Acusti-Luminous ceilings provide dramatic home lighting. Carefully styled and engineered for uniform glare-free lighting. Lightweight sheets of "Lumi-Plastic" are suspended below lights. Ideal for work areas such as kitchens. Luminous Ceilings, Dept. AB, 2500 W. North Ave., Chicago 47, Ill.

Circle No. 015 on reply card, p. 112



Multi-feature closet door

Sliding and folding closet door unit features easy access, modern styling, plus closet ventilation reducing mildew and moisture problems. Slide-N-Fold comes complete for quick installation, in six panel textures and color selections. Yetter, Dept AB, Box 505, Savannah, Ga.

Circle No. 016 on reply card, p. 112



Little truck does big job

Versatile small truck has revolutionary push button system. Enables one man to drive, load, and unload, eliminating wasted time and motion on the job. Action photo shows "Scoot-Crete" loading concrete. Easily maneuvered, loads up to 3500 lbs. Getman Bros., Dept. AB, South Haven, Mich.

Circle No. 017 on reply card, p. 112

“Pease Homes feature **TWINDOW**  
for greater indoor comfort, added  
in heating and cooling costs,”



# Insulating Windowpanes beauty and actual savings

says JOHN W. PEASE, President

*Pease Woodwork Company, Hamilton, Ohio*



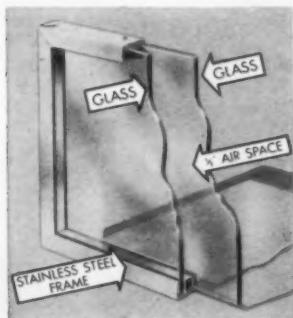
Pease Homes are recognized as homes of distinction. And one of the features that help to make them so is the installation of TWINDOW . . . the windowpane with insulation built in. A product of Pittsburgh Plate Glass Company, TWINDOW has been proved by builders all over the country to increase the sales appeal of any home. It has helped to make the builder's selling job easier.

Buyers of new homes, as well as those interested in remodeling their present houses, know that TWINDOW keeps rooms cooler in summer, warmer in winter. They know that this "world's finest insulating

glass" reduces cold air downdrafts at windows, cuts down on window steaming and icing, muffles outside noises, eliminates the need for storm windows, since it is "storm sash" in permanent form, and helps lower heating and air-conditioning costs.

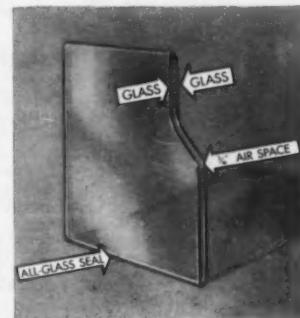
Furthermore, as Mr. Pease has discovered: "The cost of TWINDOW is about the same as that of single pane windows plus storm sash. And TWINDOW is easy to handle and install." For complete information on TWINDOW, write to Pittsburgh Plate Glass Company, Room 7314, 632 Fort Duquesne Blvd., Pittsburgh 22, Pa.

## TWO TYPES OF TWINDOW®



**METAL EDGE.** Ideal for large windows and where maximum insulation is needed most. Constructed of two panes of  $\frac{1}{4}$ " clear-vision Plate Glass, with a  $\frac{1}{2}$ " sealed air-space between. Exclusive stainless steel frame means no bare edges to chip or mar. It means easier, quicker and safer handling, too.

**GLASS EDGE.** Constructed of two panes of  $\frac{1}{4}$ " PENNVERNON® — the quality window glass—with a  $\frac{3}{16}$ " air-space between them. The high insulating value makes these units ideal for modern window wall construction. Available in popular sizes for a variety of window styles.



# Build it better with Pittsburgh Glass

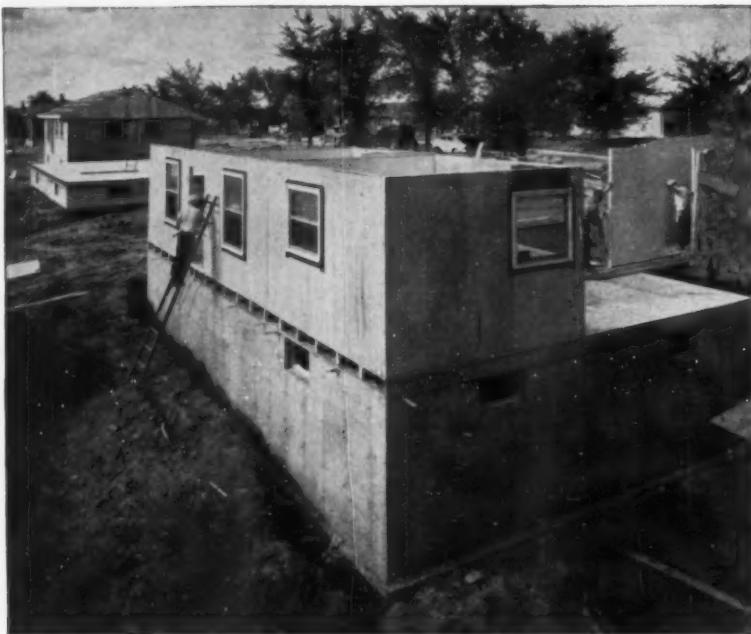
*See Sweet's Builders Catalog for detailed information on Pittsburgh Plate Glass Products.*



PAINTS • GLASS • CHEMICALS • BRUSHES • PLASTICS • FIBER GLASS

**PITTSBURGH PLATE GLASS COMPANY**

IN CANADA: CANADIAN PITTSBURGH INDUSTRIES LIMITED



## SYMONS FORMS keep jobs moving on a time saving schedule

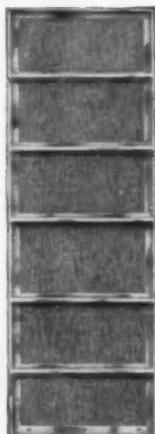


There are four principal reasons for the high acceptance of Symons Forms in the home and light construction market.

1. They can be quickly and easily set-up and stripped
2. Wood-Ply Forms have often lasted for more than 200 uses . . . frames of Mag-Ply Forms will last indefinitely
3. Forms can be used on any type of general construction . . . they are not confined to a single type of application
4. Symons engineers and field representatives can help you with any forming problem

### ← "CHAMP"—Inexpensive Wood-Ply Form

Here is an efficient and accurate form at a cost approximately 20% less than Symons Standard Panel Form. Designed primarily for light commercial and residential construction, it is equally satisfactory for high pours where strength and durability are "musts."



### "MAG-PLY"—Hi-First Cost, Lo-Per-Use Cost →

Initial cost of this lightweight form is high. However, the many reuses possible makes the cost per use exceedingly low. Form averages only 3 pounds per square foot. Frame of extruded, rust-proof magnesium completely encases the plywood face. 2½" wide frame reduces loading and storage space.

Symons Forms can be rented with purchase option  
Complete details on Symons Forms available upon request



# Symons CLAMP AND MFG. CO.

4261 Diversey Avenue • Dept. K7 • Chicago 39, Illinois

## NEW PRODUCTS . . .



### Easy-to-move saw

Accessory for Supermatic masonry saw gives necessary mobility. Wheel-A-Bout wheels are quickly attached, retract or lower in seconds. Handles recess when not in use. One man can move equipment easily, saving time on the job. Clipper Mfg. Co., Dept. AB, 2800 Warwick, Kansas City 8, Mo.

Circle No. 018 on reply card, p. 112



### Compact shelf is spice holder

Latest kitchen accessory is a recessed shelf designed especially for spices. For the well planned kitchen, handy shelf is easily installed. Unit fits into steel casing in wall. Available in several finishes to fit decor. Information from A. Marchand, Dept. AB, 101 Park Ave., N.Y. 17, N.Y.

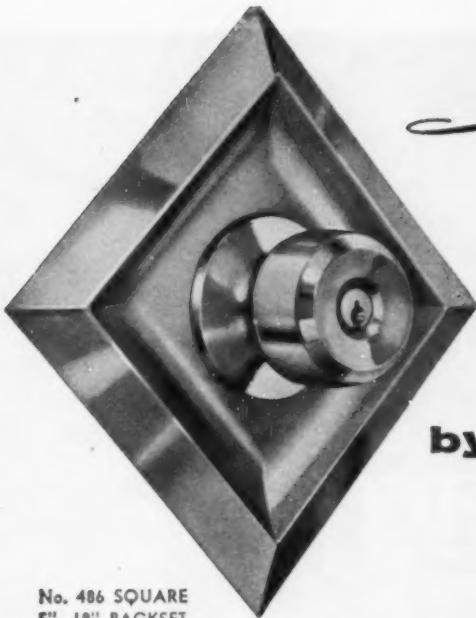
Circle No. 019 on reply card, p. 112



### Seven saws in one

Convenient electric hand saw, designed for builders, is seven saws in one; rip, cross cut, coping, key-hole, scroll, jig and hack saw. Features faster cutting, with longer blade life. Lightweight tool weighs only five pounds. Porter-Cable Machine Co., Dept. AB, Syracuse, N.Y.

Circle No. 020 on reply card, p. 112



# Modern decorative escutcheons

by National Lock

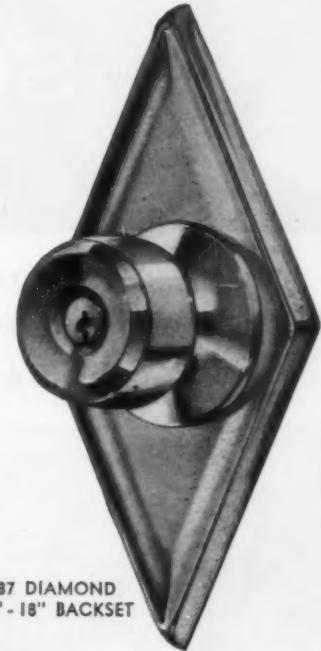
No. 486 SQUARE  
5" - 18" BACKSET

brilliantly styled to keep  
NATIONAL LOCKset "out in front"

These exquisite decorative escutcheons provide unlimited freedom to create striking and original effects with every door.

They're easily installed for use with all three NATIONAL LOCKset knob designs.

Available in all popular finishes. Write for information sheet Form 2117.



No. 487 DIAMOND  
2 $\frac{1}{8}$ " - 5" - 18" BACKSET

Now more than ever . . . America's Outstanding Lockset Value

**QUALITY HARDWARE**  
...all from 1 source

CABINET HARDWARE • BUILDERS HARDWARE  
FORGED IRON HARDWARE • CABINET LOCKS  
SCREEN DOOR LATCHES • SASH HARDWARE



**NATIONAL LOCK COMPANY**

Rockford, Illinois

Merchant Sales Division



“Take it from me...  
this ceiling  
sells homes!”\*

**Willard (Bill) Woodrow, president of famous  
ALDON CONSTRUCTION COMPANY  
praises LIFE-Advertised QUIET-ZONE Tile**



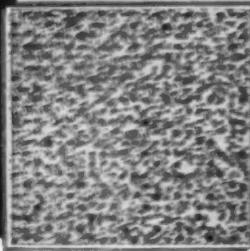
**NORTHRIDGE-PLAZA HOMES**, being built in San Fernando Valley by ALDON CONSTRUCTION COMPANY of Bellflower, California—one of the nation's "TOP 10" volume-builders—is a 476-house project, featuring products advertised in LIFE magazine.

\*A \$2,000,000 Opening Week—120 homes!

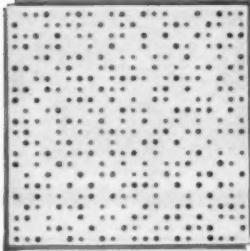
**Says Bill:** "We attribute the immediate success of our Northridge-Plaza development to a great combination: the quality reputation of Aldon-Built Homes and the quality reputation of the famous LIFE-advertised brands we put into them . . . like Quiet-Zone ceilings by Celotex.

This family room is a good example. Our prospects know the ceiling is new, smart, beautiful, sound-absorbing and dependable . . . because they know and respect the nationally advertised brand name behind it: CELOTEX. It's a visible, extra sales feature that sells homes because people like it!"





Fiesta Quiet-Zone Tile



True White Quiet-Zone Tile

# QUIET-ZONE

## Sound-Absorbing Ceiling Tile by

# CELOTEX

REG. U. S. PAT. OFF.

Leading builders know the trend is to decorative ceiling tile and sound-quelling in homes. Quick to sense the sell in QUIET-ZONE, they have applauded its exclusive Linear Random pattern, created by Raymond Loewy Associates, and its superior sound absorption... up to 20 times greater than ordinary ceilings!

Currently, in LIFE and other magazines, your prospects are seeing ads that pre-sell another CELOTEX exclusive:

choice of either True White or the brand new brown-flecked Fiesta overlay pattern. Now (and only with Quiet-Zone) you can complement the interior decorating scheme of any home you build.

New and improved Quiet-Zone leads the line that leads the industry... the complete ceiling tile line by CELOTEX, originator and world's largest manufacturer of sound-quelling fiber tile, nationally advertised for a third of a century!

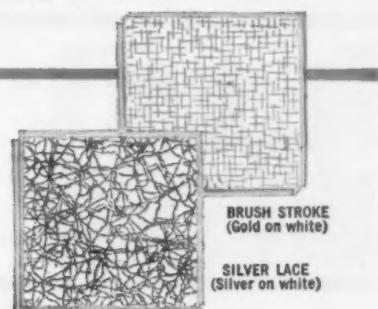
*"Designer"*

### NEW DECORATIVE TILE IN COLOR

**Most Complete Line Ever!** These new Designer tile... Brush Stroke and Silver Lace... added to the popular Linen White, Sculptured White and pastel group, make Celotex the line that gives you a complete variety for every prospect, every purpose!

FOR FULL INFORMATION, CALL YOUR CELOTEX REPRESENTATIVE OR DEALER, OR WRITE:  
THE CELOTEX CORPORATION • 120 S. LA SALLE ST. • CHICAGO 3, ILLINOIS

U.S. DESIGN PATENT NO. D 168,763



# CURTIS

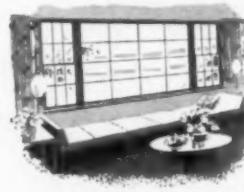
## window variety...for every

You don't have to limit your choice to a *few* window types when you choose Curtis! Curtis guaranteed wood windows give you an almost unlimited choice of types and combinations for every purpose and purse. There's the famous Curtis Silentite line with a host of exclusive features that bring the home owner extra beauty and convenience.

There's the popular-priced Curtis Style-Trend line of removable, *weather-tight* double-hung and sliding windows. Not all can be shown on these pages, but you can see them all by asking your Curtis Woodwork dealer to show you the Curtis door and window selector charts. Write us for name of nearest dealer.



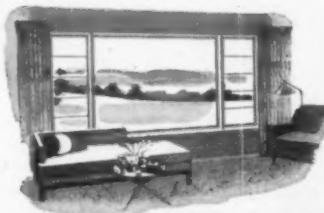
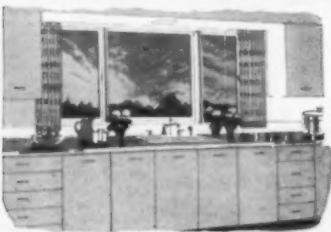
Silentite and Style-Trend double-hung window units



Picture windows and view sash with double-hung units

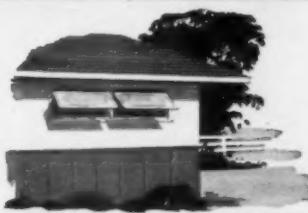


Silentite casement window units. There are many other styles.

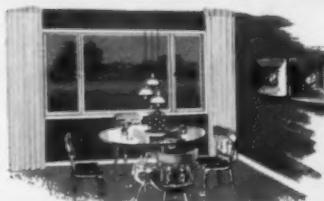


Picture windows combined with Silentite casements

# taste, every purpose, every purse



Silentite Convertible window units offer hundreds of different combinations



Picture windows combined with Silentite Convertible units



Curtis Style-Trend removable gliding windows

# CURTIS



Only CURTIS gives you this wide choice of beautiful windows, with guaranteed features that mean superior weather protection, lower heating and air conditioning costs, easy operation and enduring charm. Builders everywhere are finding customers better satisfied—and easier to find—when the windows, doors and other woodwork are Curtis.

Curtis Companies Service Bureau  
200 Curtis Building  
Clinton, Iowa

Please send booklet showing the wide variety of Curtis windows—and name of nearest dealer.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

AB-10-57.

**STANLEY****Electric  
Tools**

## A heavy duty precision tool The H75 Sabre Saw

Here's the latest addition to Stanley's popular line of new heavy-duty electric tools . . . builders' saws, Sanders, and now the new H75 Heavy-Duty Sabre Saw.

The H75 cuts 2" lumber, plywood, molding, sheet metal, plastics, embedded nails, etc., with 21 different blades. And every blade has 25% longer life because it has a 25% longer stroke. This is a fast-cutting, smooth-working jig saw. Your Stanley Electric Tool distributor has H75 now. Ask him to show you. See the handy kit to take your Sabre Saw to the job.

- Cuts right up to a wall
- It's fast . . . 3300 strokes per minute
- Longer blade life because of longer 5/8" stroke
- Chip blower keeps cutting line clear
- Quick, easy blade change
- Stanley-built heavy-duty motor
- Anti-vibration mechanism
- Cool, comfortable, easy-grip handle

H75 is being introduced at the special low price of only \$54.50. And you also can get a free ripping guide from Stanley if you buy now.

Stanley Electric Tools, Division of The Stanley Works, New Britain, Connecticut.

AMERICA BUILDS BETTER AND LIVES BETTER WITH STANLEY

**STANLEY**

This famous trademark distinguishes over 20,000 quality products of The Stanley Works—hand and electric tools • drapery, industrial and builders hardware • door controls • aluminum windows • stampings • springs • coilings • strip steel • steel strapping—made in 24 plants in the United States, Canada, England and Germany.

**NEW PRODUCTS . . .**

**Panel cuts finishing costs**

A new hardboard panel, Oregon-bord Plankette for walls, is entirely prefinished. Process gives board hard, high-gloss, soil-resistant finish. Needs no painting, waxing or varnishing. Natural wood tone blends with decors. In 4' x 8' panels. Chapman Mfg. Co., Dept. AB, Corvallis, Ore.

Circle No. 021 on reply card, p. 112



**Versatility feature of tractor**

Compact and maneuverable towing tractor designed for commercial applications can do many jobs. Two wheel drive model (shown) features torque-converter drive and automatic transmission. Wide variety of coupler attachments available for all models. Frank G. Hough, Dept. AB, 811 7th Ave., Libertyville, Ind.

Circle No. 022 on reply card, p. 112



**Easy-reading house numbers**

Illuminating news is an easily installed house number, doorbell combination which makes numbers plainly visible at night. Of all steel with black numbers against white background, includes doorbell button, toggle switch, and night bulb. More information may be obtained from C-F-G Associates, Inc., Dept. AB, Detroit, Mich.

Circle No. 023 on reply card, p. 112

*Important News for Architects, Designers, Contractors:*

# POPE & TALBOT PARTICLEBOARD READY FOR SHIPMENT NOW

The most exciting recent development in new building materials is particle board—the new underlayment and core stock material that is revolutionizing parts of your industry.

There are many ways of doing practically everything, including making particle board—you will be pleased to know that Pope & Talbot's Particleboard is of the same high standard as all Pope & Talbot products have been for more than a century.

Try this quality, low-cost underlayment and core stock material—Pope & Talbot Particleboard, the new building and industrial product manufactured at Oakridge, Oregon.



## POPE & TALBOT, Inc.

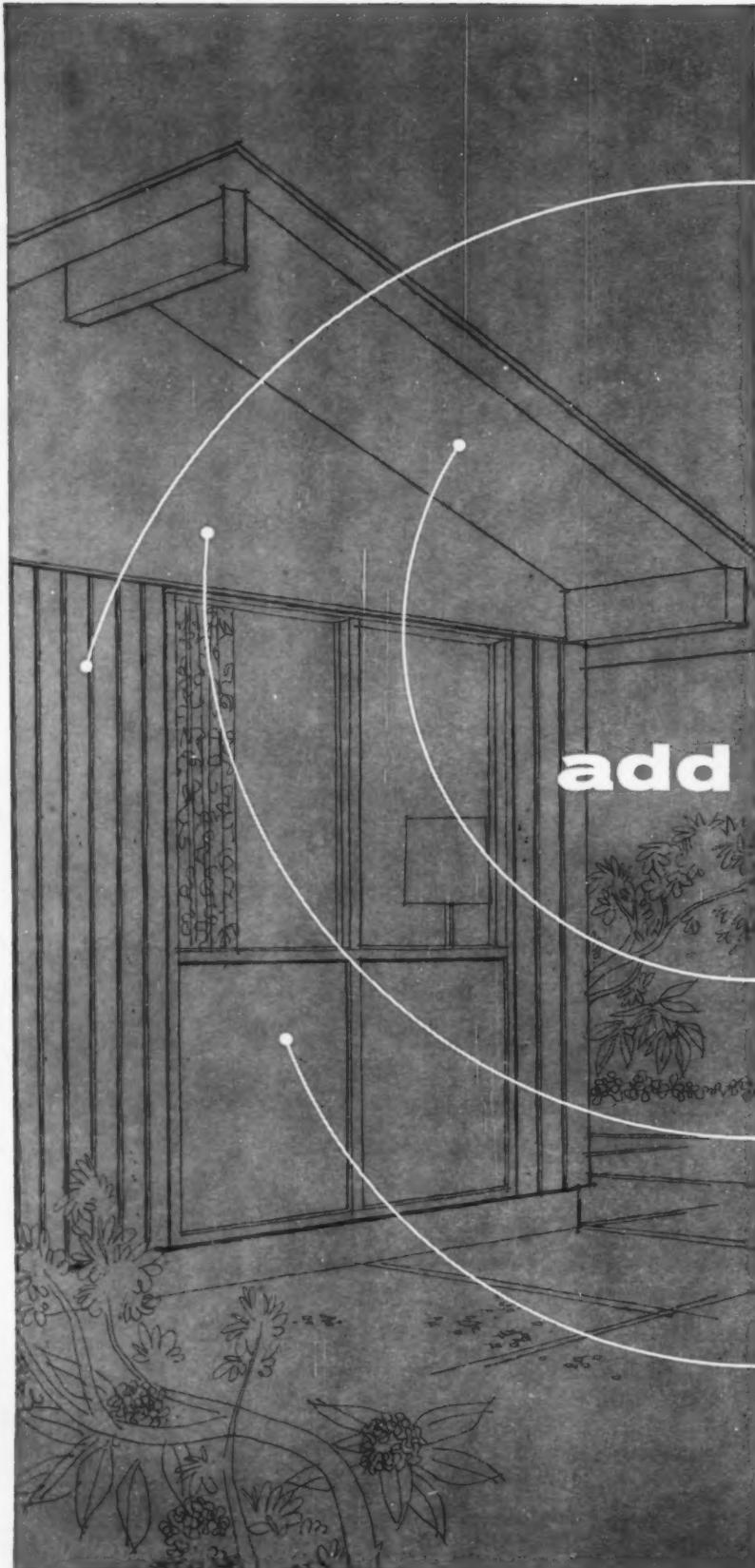
*Forest products since 1849*

3070 Northwest Front • Portland, Oregon

POPE & TALBOT, INC.  
3070 N. W. Front Ave., Portland, Ore. Dept AB1  
Gentlemen: I would like additional information on  
Pope & Talbot Particleboard.

name \_\_\_\_\_

company \_\_\_\_\_ address \_\_\_\_\_



### **Siding**

Fir plywood siding makes sense in today's competitive market. It goes up from a third to half again faster than other materials. Saves on time and labor. It can be applied directly to studding, completely eliminating sheathing costs. It's good looking, too. Exterior plywood siding gives your homes real sales appeal. And because it has design flexibility, and comes in smooth or textured panels, you can use plywood many ways on houses in the same development and still avoid that "peas in a pod" look.

# **VISIBLE VALUE**

### **Soffits**

Smooth, flat Exterior plywood soffits present attractive flush surface, unmarred by detracting cracks and joints.

### **Gable Ends**

Smooth or textured Exterior plywood gable ends are good to look at. Because your men work with a few big sheets rather than cutting and fitting many smaller pieces, big plywood panels mean a net saving in construction costs.

### **Accent Panels**

Use brightly painted smooth or textured plywood panels to provide striking contrast with basic siding. Ideal for "panelized" effects around windows, doors, etc.

**Texture One-Eleven®** Exterior plywood has pleasing vertical shadow-line pattern created by deep parallel grooves. Slightly rough surface texture is enhanced by weathering.



**"Board and Batten"** siding is easily achieved by applying Exterior fir plywood vertically and covering with moldings.



**Wide-lapped** siding made by ripping panels in half or thirds has unusual "scale." Use standard PlyShield grade or, for smoother, more durable paint finishes, overlaid plywood.



## with Exterior Fir Plywood

**all around the house, fir plywood helps you build better at lower cost**



Use Exterior fir plywood for single wall carport construction. Panels add bracing strength.



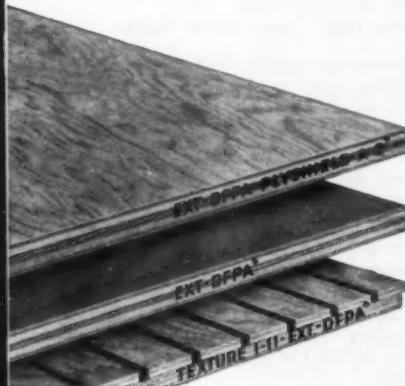
Exterior plywood outdoor storage units make up for lack of storage in homes without garages.



Exterior plywood patio fences are real assets in selling outdoor-living-conscious prospects.



Use fir plywood for secondary buildings like this smart pool-side cabana, outdoor living rooms, etc.



For all outdoor construction, specify **EXT-DFPA® Exterior Plywood**:

1. Standard **PlyShield®** grade for soffits, gable ends, low-cost siding;
2. **Overlaid Exterior Plywood** (fused resin-fiber surfaces) for finest paint base, check-free finishes;
3. **Texture One-Eleven® "grooved" panels.**

Write for free **PLYWOOD CONSTRUCTION PORTFOLIO**, (USA only) Douglas Fir Plywood Association, Tacoma 2, Washington



# Fir Plywood

*means quality construction*

**SEALIGHT****Premoulded Membrane**

TRADE MARK

**the industry's only TRUE VAPOR SEAL**

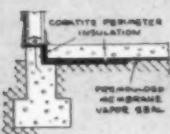
The only sure way to "eliminate" the ravages of destructive moisture is with the installation of "Premoulded Membrane" during the original construction . . . all other methods are merely temporary "stop-gaps." When specifying or installing a vapor seal, be sure it meets these Sealight standards of quality: permeance rating of only 0066 grains per square foot . . . resistant to rot, mold and termites . . . expandable . . . quickly, easily and permanently installed . . . ONLY "Premoulded Membrane" meets them all.

## Eliminates

- EXCESSIVE WINDOW CONDENSATION
- EXCESSIVE BASEMENT DAMPNESS—RUSTING OF TOOLS
- BLISTERING OF EXTERIOR PAINT
- DETERIORATION OF INSULATION VALUES
- DETERIORATION BY MILDEW OF RUGS, FURNISHINGS, SHOES AND CLOTHING

## IDEAL FOR ALL TYPES OF CONSTRUCTION

### SLAB-ON-GRADE



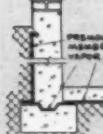
This illustration shows how the installation of Premoulded Membrane and Corkite completely isolates the slab and superstructure from soil moisture.

### CRAWL SPACE



The proper installation of Premoulded Membrane and Corkite removes all danger of condensation and oxidation of metal installations in the crawl space area . . . eliminates the need for ventilation.

### BASEMENT



The proper installation of Premoulded Membrane to the exterior of the basement walls as well as beneath the floor slab insures a permanently warm and dry basement.

### ARCHITECTS, BUILDERS, DEALERS . . .

WRITE TODAY for complete information that tells you where, why and how to use Sealight Premoulded Membrane, the only true vapor seal and Corkite, the resilient, impermeable perimeter insulation.

*"Guardian of the Home"*



**W. R. MEADOWS, INC.**

8 KIMBALL ST.



ELGIN, ILLINOIS

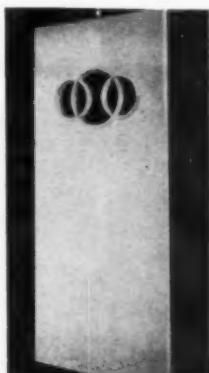
## NEW PRODUCTS . . .



**Lighting "electrified"**

Latest in lighting is a floor to ceiling electrified raceway. Lights can be plugged in at any point, providing flexibility of light sources. Easily installed, mobile, "Lytespan" comes in two adjustable sizes and four finishes. Lightolier, Dept. AB, 346 Claremont Ave., Jersey City, N.J.

Circle No. 024 on reply card, p. 112



**"Prefab" idea door lights**

Enhancing modern door design and adding extra convenience are pre-assembled door lights in Interlocking-Circle design. Easily installed in little time, they are inserted in flush doors as a single unit in one opening. Available in six designs. All are glazed, ready for immediate shipment for 1 1/4" birch, gum or mahogany doors. Make interlocking-circle design less costly to achieve. More information on this product may be obtained from Visador Co., Dept. AB, Dallas, Tex.

Circle No. 025 on reply card, p. 112





**you know you're right when you  
specify by DFPA\* grade-trademarks**

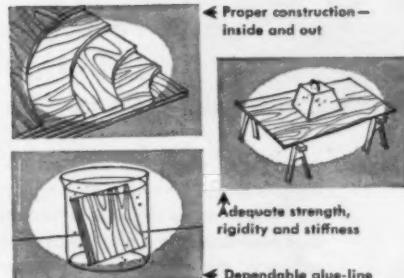
**factory-inspected,  
laboratory-tested**

To qualify for DFPA grade-trademarks, manufacturers must pass rigid and *continuous* inspection of current plywood production. In addition to these on-the-spot mill checks by DFPA quality supervisors, thousands of samples undergo scientific testing in DFPA laboratories. *Use of grade-trademarks may be withdrawn if quality is not satisfactory.*

**right grade, right  
quality for every job**

DFPA grade-trademarks are specification guides to the *right* grade for a specific job. Only genuine DFPA quality-tested panels bear DFPA registered grade-trademarks. *There are imitations. Don't be misled!*

**Be sure you can tell the difference.**  
Send for the *DFPA Quality Story*—a portfolio of grade-use data and a step-by-step description of the DFPA quality control program. Write Douglas Fir Plywood Association, Tacoma 2, Washington. (Offer good USA only)



\*DFPA stands for Douglas Fir Plywood Association, Tacoma 2, Washington—a non-profit industry organization devoted to product research, promotion and quality maintenance.



**DFPA grade-trademarks  
mean quality**

**Fir Plywood**

PEAK  
OF  
DISTINCTION



**Misco Wire Glass  
Ceiling Installation  
Forms Dramatic  
Highlight in West  
Coast Designer's Home**

A ceiling of sunlight is created by a skylight installation of beautiful Misco Wire Glass in the home of Cliff May, noted designer. Adding a distinctive highlight that contributes not only to overall beauty, but to the safety of the structure, the diamond-shaped, welded wire netting in Misco prevents shattering of the glass on impact and helps guard against fire. Misco Wire Glass, Approved Fire Retardant No. 32, can give homes distinction, glamor and appeal, plus the proven protection of a non-combustible. For charm and originality that cannot be duplicated in any other glazing medium, specify glass by Mississippi. Available in a wide selection of patterns and surface finishes at better distributors everywhere.

Write today for free literature. Address Department No. 34.



**MISSISSIPPI  
GLASS COMPANY**  
88 Angelica St. • St. Louis 7, Missouri  
NEW YORK • CHICAGO • FULLERTON, CALIFORNIA

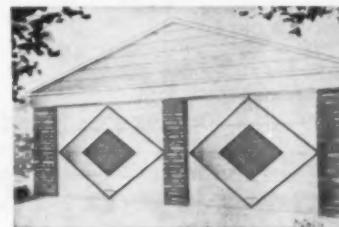
**NEW PRODUCTS . . .**



**How to install iron in concrete**

Ornamental iron can be easily, permanently installed into concrete or masonry with new plastic shield, Plasti-Plug. Using simple mechanism, rail sections can be screwed to masonry wall and posts to concrete floors at low cost. Tennessee Fabricating Co., Dept. AB, 1490 Grimes St., Memphis, Tenn.

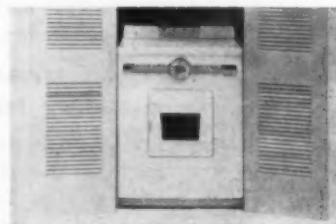
Circle No. 026 on reply card, p. 112



**"Dress up" garage doors**

Individual design effects can be obtained on ordinary garages with "Decor-Door". Variety of rosette appliques and mouldings available. Four-sectional overhead flush door (shown) comes in standard sizes for one and two car garages. Winfield Door Corp., Dept. AB, Box 27, Lindenhurst, N.Y.

Circle No. 027 on reply card, p. 112



**Unit saves space**

Petite washer-dryer fits into linen closet. Smallest combination on market, measuring 27" wide, 36" high, by 25" deep. Takes ten pounds of laundry. Completely automatic push button control for entire cycle. Easy Laundry Appliances Div., Dept. AB, 919 N. Michigan Ave., Chicago 11, Ill.

Circle No. 028 on reply card, p. 112



## National Advertising of the Ponderosa Pine Package Turns Lookers into Buyers

This inviting scene, in beautiful full color, is currently featured in national advertising stressing the beauty, warmth, and durability of homes having Ponderosa Pine windows and panel doors.

When you build with wood windows your customers get: Beauty and style for any taste . . . weathertightness to keep out cold, heat and dust . . . natural insulation to keep unwanted moisture from forming on the frame. Windows that won't rust or corrode. YOU BUILD WITH CUSTOMER CONFIDENCE IN MIND—WHEN YOU BUILD WITH PONDEROSA PINE WOODWORK.



### BEST BUILDER'S GUIDE TO WINDOW QUALITY

The American Wood Window Institute Seal on the windows you install is your customer's assurance that they conform to U. S. Department of Commerce Commercial Standards and are:

- Correct in design
- Properly Constructed
- Made from carefully selected kiln dried lumber
- Properly balanced
- Efficiently weather-stripped
- Preservative treated

# Ponderosa Pine

WOODWORK

39 S. La Salle Street, Chicago 3, Illinois

An association of Woodwork manufacturers and Western Pine producers.

### FREE "Model Home Merchandising Package"

Use this coupon. Free Builder's Kit includes consumer booklets, display cards, and identification signs—all designed for use in model homes or completed houses. After receiving the Kit you will be able to obtain free quantities of the individual merchandising pieces you wish.

#### Ponderosa Pine Woodwork

39 S. La Salle Street  
Chicago 3, Illinois

Please send me the FREE "Model Home Merchandising Package"

Name \_\_\_\_\_

Firm Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

## NEW PRODUCTS . . .



### Ends curing problem

"Hidden-value" chemical for proper curing of concrete floors is a time-saver. Seals surface and dries in six to eight hours. Eliminates both maintenance and moisture penetration problems. Protects, preserves permanently. Magee Chemical Co., Dept. AB, 325 W. Main St., Benenville, Ill.

Circle No. O29 on reply card, p. 112



### Outdoor unit mounts quickly

For surface-mounting, weather-proof cover and box provide safe, simple duplex outlet operation in any exposed area. Covers open easily for use of either half of outlet. Fits any duplex outlet. Weather-tight unit comes complete, ready to operate. Pass & Seymour, Inc., Dept. AB, Syracuse, N.Y.

Circle No. O30 on reply card, p. 112



### Double-value flashing

Aluminum-bonded flashing and waterproofing material assures protection against water penetration. Corrosion resistant, this "hidden-value" material is low in cost. Easily applied, ideal for door, window, sill and corner flashing. Ludlow Papers, Inc., Dept. AB, Needham Heights, Mass.

Circle No. O31 on reply card, p. 112

**This ad**—another in a year-round promotion in national magazines—reminds consumers to look for the Yellow Pages emblem in advertising. As people rely more and more on the Yellow Pages for local shopping information, your advertising and trade-mark listings in this buying guide become increasingly profitable.



## CATALOGS . . .

**INSPIRATIONAL LIGHTING** is the subject of over fifty pages of lighting and fixture ideas. Illustrates in color how decorative light, created by combinations of fixtures, enhances room beauty. Information given on complete line. Moe Lighting, Dept. AB, 410 S. Third St., Louisville, Ky.

Circle No. 032 on reply card, p. 112

**BEVELED SIDING**, now a time-saver product, is presented in four-page pictorial brochure. Illustrates application methods of first beveled siding with rabbeted lap which makes it easier, less time-consuming to apply. Harbor Plywood Corp., Dept. AB, Aberdeen, Wash.

Circle No. 033 on reply card, p. 112

**TIME AND MONEY-SAVER HOIST**, in four-page brochure, features speed of mobility, portability, and erection. Has completely automatic operation. Literature includes action photos, and specifications. Tubular Structures Corp., Dept. AB, 2960 Marsh St., Los Angeles 39, Calif.

Circle No. 034 on reply card, p. 112

**HEATING SYSTEM PERFORMANCE** can now be quickly evaluated with aid of new chart, "Standards for Rating Heating Systems." Presents twelve points (with three grades for each) to consider when selecting proper system for house. American Artisan, Dept. AB, 6 N. Michigan Ave, Chicago 2, Ill.

Circle No. 035 on reply card, p. 112

**WHAT, HOW OF** plastic pipe fittings is subject of new literature from Sloane Mfg. Illustrative brochure and stock catalog gives full information on varied applications. Includes detailed diagrams of these "hidden-value" standard plastic valves. Sloane Mfg. Co., Dept. AB, 7606 N. Claybourne Ave., Sun Valley, Calif.

Circle No. 036 on reply card, p. 112

**FABULOUS FLOORS** sample book is available from Robbins. Contains actual samples of tile, matting, and decorator color line. Specifications are given, plus information on floor preparation, installation, and maintenance. Robbins Floor Products, Inc., Dept. AB, Tuscumbia, Ala.

Circle No. 037 on reply card, p. 112

# — ONE Shakertown GLUMAC<sup>®</sup> UNIT



## EQUALS 18 SEPARATE PIECES

### 22 GLUMAC UNITS COVER THE SAME AREA AS 400 ORDINARY SHAKES AND UNDERCOURsing SHINGLES

That's the Glumac profit story pure and simple! Builders report savings up to 70% in application time. Lower labor costs mean **BIGGER PROFITS!** But that's not all. Glumac Units are selected, deeply striated cedar shakes electronically bonded to lifetime insulation board. Pre-stained in 12 consumer-tested colors for 1957. Complete with matching color nails—apply 'em and the job is done... no brushcoat of stain required, no undercourse needed. Start selling the house the day the exterior is applied. Return the coupon below for the complete Builder Profit story prepared to show you the way to more money per job in 1957.

Write for your Builders' "Bell Ringer" program . . .



U. S. Patent 2,232,876.

Other U. S. and Foreign Patents Pending.

THE PERMA PRODUCTS CO.  
20310 Kinsman Road • Cleveland 22, Ohio  
Send me your "Bell Ringer" program today.

Name.....  
Address.....  
City.....  
State.....

**Shakertown<sup>®</sup>**  
FIRST NAME IN CEDAR SHAKES

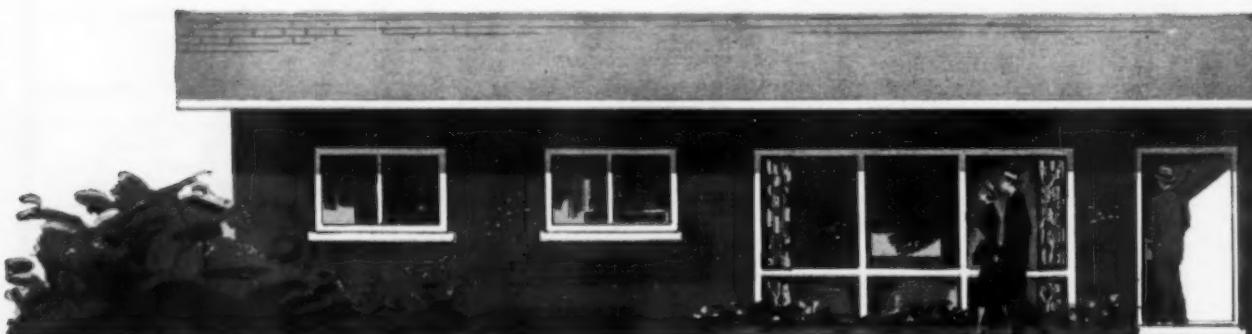
## MORE BUILDERS CHOOSE

Here's how the most famous garage door helps sell your homes:

- National advertising leadership
- Dramatic demonstration of radio operator
- Sales training for builder salesmen
- Free literature and point-of-purchase aids
- Local newspaper advertising
- A written guarantee covering all materials and service

**OVERHEAD DOOR CORPORATION • Hartford City, Indiana**

**Manufacturing Divisions:** Hillside, N.J.; Nashua, N.H.; Cortland, N.Y.;  
Lewistown, Pa.; Oklahoma City, Okla.; Dallas, Tex.; Portland, Ore.



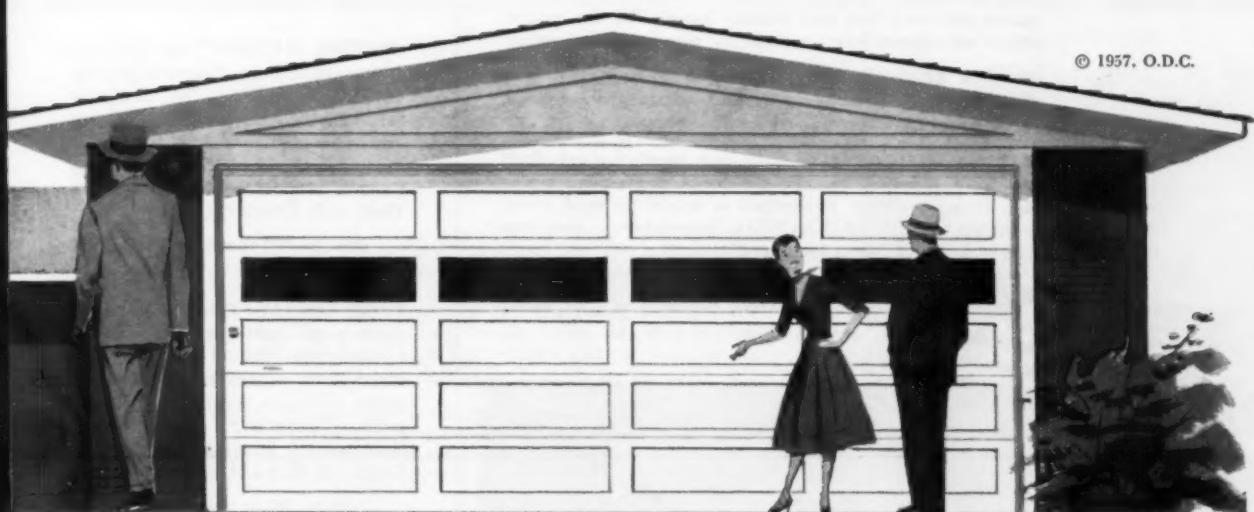
THE

**OVERHEAD DOOR®**

TRADE MARK

THAN ANY OTHER BRAND

*...and this statement has been true for the past 36 years!*



© 1957, O.D.C.

# NEW

## LOW-PRICED



## Cub PORTABLE HEATERS

SILENT GLOW



MODEL 90

Weighs only 78 lbs.  
80,000 to  
100,000 BTU's.

Save . . .

WHEN YOU BUY IT

Save . . .

WHEN YOU USE IT

Save . . .

WHEN YOU SERVICE IT

# the lowest cost heat you can use

Only Silent Glow "Cubs" offer these money saving features. • 100% fuel utilization for maximum economy and efficiency • Thermostatic control for selection of desired heat thus eliminating fuel waste • Patented Flame Filter to provide radiant heat as well as circulating heat at no extra cost. Plus eight other dollar saving features and these added advantages—

**MAXIMUM SAFETY**—A completely enclosed flame that burns like a miner's lamp. This means freedom from dangerous unburned fuel and smokey fumes. Plus the added safety of thermostatic controls to prevent overheating.

**RUGGED CONSTRUCTION**—Built like a battleship with minimum weight. Completely welded, no parts to get loose. Tubular fuel tank for rugged, on the job use.

**EXTREME ADAPTABILITY**—Easy and ready to use. Rolls anywhere. Ideal for heating personnel, preheating materials, thawing frozen equipment. A model to meet every need. Up to ONE MILLION BTU's. Remember . . . they are cubs in size and bears for work!

Those Who Know Choose  
**SILENT GLOW**  
PORTABLE HEATERS

Be Prepared! See them at your dealer  
or write direct.

THE SILENT GLOW OIL BURNER CORP.

362 WINDSOR ST., HARTFORD 1, CONN.

## CATALOGS . . .

**HIDDEN VALUES** in red cedar roofing presented in brochure supplement. Technical reasons are given for outstanding quality of cedar shingles and shakes. Explains cedar's long life due to natural wood preservative oils. Red Cedar Shingle Bureau, Dept. AB, 5510 White Bldg., Seattle 1, Wash.

Circle No. 038 on reply card, p. 112

**MODERN PIPE** for economical non-pressure sewer systems described in eight-page technical brochure from Keasby & Mattison. Lists sizes, types of asbestos-cement pipe plus its hidden values. Presents features of exclusive fluid-tight coupling. Keasby & Mattison Co., Dept. AB, Ambler, Pa.

Circle No. 039 on reply card, p. 112

**HELPFUL HINTS** on valance, cornice, and cove lighting presented in eight-page illustrated brochure. Window and wall lighting booklet includes rules for structural design, installation; sketches, dimensions for location of wiring. Westinghouse, Dept. AB, Bloomfield, N.J.

Circle No. 040 on reply card, p. 112

**"COATINGS PARADE"** an illustrated periodical, contains latest information on resins for surface coatings, coatings applications, and recent technological developments. First issue features epoxy resins, lists new coatings literature. Bakelite Co., Dept. AB, 30 E. 42nd St., N.Y. 17, N.Y.

Circle No. 041 on reply card, p. 112

**"PICTURE KITCHENS"** by Carr is a four-page colorful brochure providing information on its complete line of cabinets. Includes sketches and sizes. Highlighted are many custom features, as exclusive design handles, natural finishes. Carr, Dept. AB, Frankfort, Ind.

Circle No. 042 on reply card, p. 112

**FUNCTIONALLY-DESIGNED** twenty-eight page catalog presents entire bath fixture line. The cover features ferris wheel of lavatories—seven styles in seven colors. Contains illustrations, specifications. Richmond Plumbing Fixtures, Dept. AB, Box 111, Metuchen, N.J.

Circle No. 043 on reply card, p. 112



*Interior designs by John and Earline Brice.*

**Design for living . . . for sales**

**BEGIN WITH A BEAUTIFUL BACKGROUND  
of plastic wall tile**



Beginning with a handsome entry wall, you can extend sales-making decorative features all through your homes with plastic wall tile made of Styron®. Square tiles make the patterned wall of this entry not only beautiful, but completely practical . . . a sought-after feature in today's wonderfully livable homes. Many decorator-styled colors and versatile tile shapes, plus light weight and easy, cost-saving installation . . . all give free rein to your decorative ideas in Styron plastic tile.

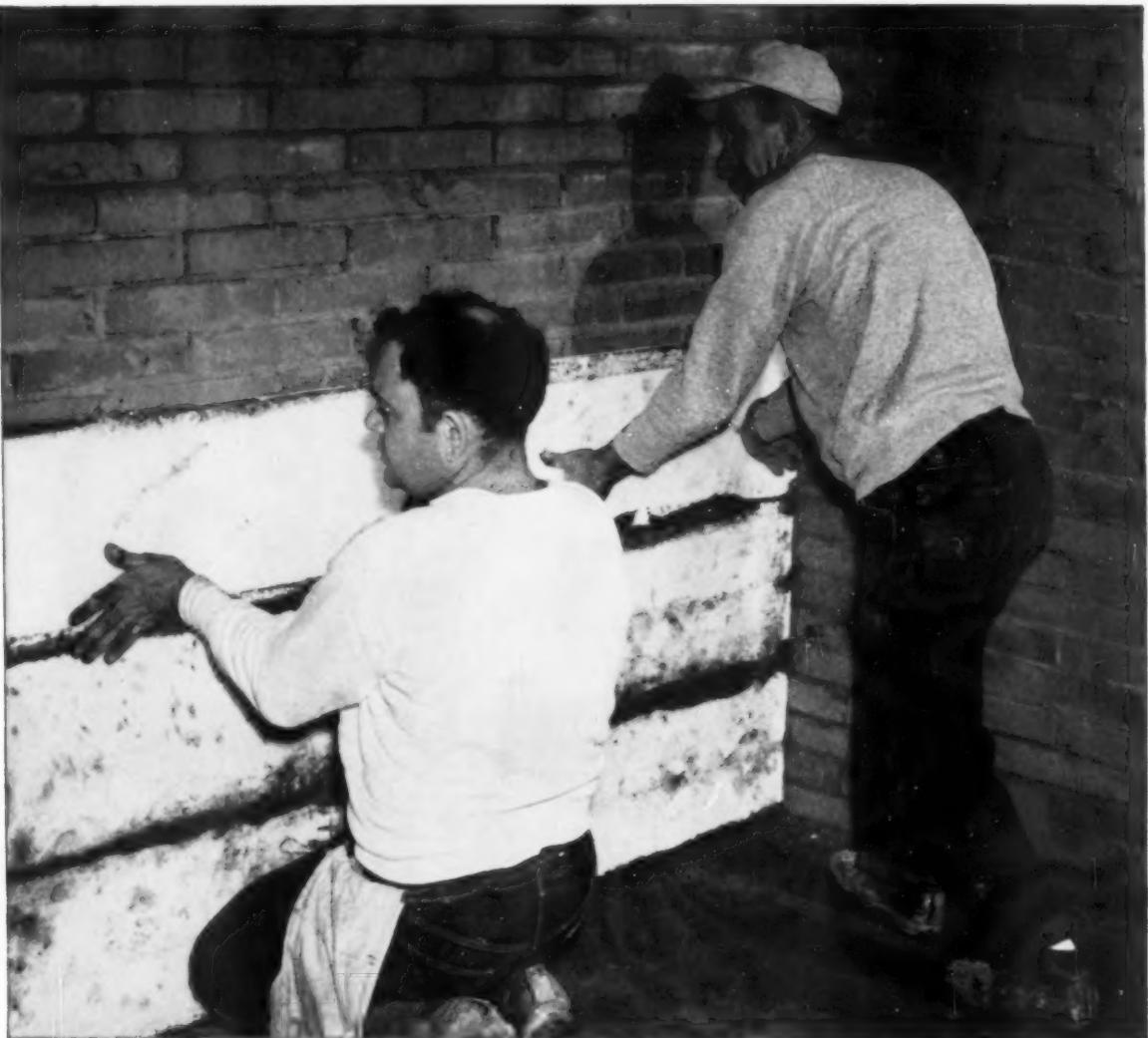
The interiors you design in Styron plastic tile will live up to your finest homes, for your certified dealer can *guarantee* the quality of tile, mastic and installation. Let him help you give your homes this permanent, easy-care beauty. THE DOW CHEMICAL COMPANY, Midland, Mich., Plastics Sales Dept. PL1560G.



**IDEA!** A colorful bookshelf wall in easy-to-clean Styron plastic tile brightens a small den.

YOU CAN DEPEND ON

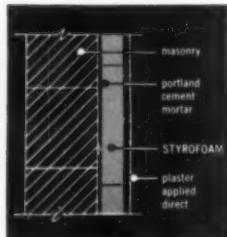




"RIGHT AT THE START," says W. H. Walrod, owner of Walrod Construction Company, Davenport, Iowa, "we save not only the expense of the wood for framing but the time needed to cut and fit the wood. We do away with the cost of installing insulation between studs and we side step the use of metal lath because

the plaster keys directly to the Styrofoam<sup>\*</sup> insulation. "The wall is made up of just three components: exterior brick, Styrofoam and plaster. The use of Styrofoam permits the use of a special large-size brick (12" x 6" x 2 $\frac{1}{2}$ ") which affords another saving in labor costs."

## **Styrofoam<sup>®</sup> insulation helps Iowa builder erect brick homes on frame-house budget**



*New masonry-insulation-plaster construction eliminates framing and lathing, reduces handling and installation costs, ups mortgage loan commitments*



"CUTTING AND SHAPING Styrofoam\* is almost effortless," says Mr. Walrod. "It can be scored with a knife and snapped off in any desired size."



"STYROFOAM bonds readily to the interior masonry surface. A uniform layer of cement mortar is applied by running the 1' x 9' boards through a coating trough."



"EVERY BUILDER recognizes the importance of lighter, easier to handle material. In this respect you just can't beat Styrofoam! A 10' x 12' room with an 8' ceiling requires about 20 sections of Styrofoam, which can be easily carried by one man in two trips."



**FINISHED HOME**, all brick veneer and fully insulated, will cost about the same as an identical house with conventional frame construction. The use of Styrofoam (Dow expanded polystyrene)

and brick increases loan commitments by mortgage companies an impressive 5%. In 1956, Walrod built several homes using masonry insulation-plaster construction.

**Mr. Walrod's construction costs are available to builders upon request. Write on your letter-head to The Dow Chemical Company, Midland, Michigan, Plastics Sales Department 1737Y.**

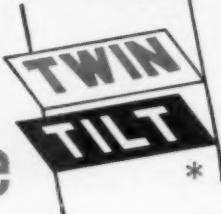
\*STYROFOAM is a registered trademark  
of THE DOW CHEMICAL COMPANY

**YOU CAN DEPEND ON**





**NOW**  
**3 windows in one**  
**easy, safe, outside cleaning**  
**from inside the room**



**TWIN/TILT...** the amazing new tilting window that looks and works like a regular double hung window. Both sashes can be tilted easily inward to any desired angle—and they hold position securely. A complete wood unit that operates on newly designed hardware which requires no weights, no pulleys or cords. Works easily and quietly, without rattles, sticking or binding. Revolutionary new "table-top" cleaning means you wash the outside from the inside—without stretching, without ladders, without danger—and without interfering with screen or storm sash.

**AVAILABLE PRE-GLAZED WITH 1/2" THERMOPANE INSULATED GLASS • FULLY WEATHERSTRIPPED • TILTING DOES NOT INTERFERE WITH STORM SASH OR SCREEN • ALUMINUM SCREEN • GIVES HEALTHFUL, FULL-WINDOW, NO-DRAFT VENTILATION • LOCKS CLOSED FOR COMPLETE BURGLAR PROTECTION**

Contact the distributor in your area.

**SOME PROTECTED DISTRIBUTOR AREAS OPEN**  
 Does not require stocking complete unit—patented hardware will fit your stock modular double-hung frames and sash.



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**CATALOGS . . .**

**HOW TO BUILD** bathroom appeal into homes is subject of fourteen-page catalog from Gerber. Idea photos show installation methods, before and after "appeal" shots. Covers complete line featuring quality, style, beauty, and dependability. Gerber Plumbing Fixtures, Dept. AB, 232 North Clark St., Chicago 1, Ill.

Circle No. 044 on reply card, p. 112

**LIQUID COATING** to control water vapor transmission described in Bulletin VB-657 from Upson. This "hidden-value" vapor barrier coating dries to form a pigmented film of .0012-in. thickness. Performance data, application techniques and other information included. From Upson Chemical Corp., Dept. AB, Lockport, New York.

Circle No. 045 on reply card, p. 112

**CHURCHES OF BEAUTY**, and functional construction strikingly illustrated in a 12-page, full-color catalog from Timber Structures. Six actual churches constructed of glued laminated timbers are shown. Also detail drawings, span sizes, and many other specifications. Timber Structures, Inc., Dept. AB, P.O. Box 3782, Portland 8, Ore.

Circle No. 046 on reply card, p. 112

**CATHEDRAL TROPIGLAS**, a new shatterproof glazing material in contemporary colors is suggested for both decorative and functional applications. Four-page color brochure gives characteristics and specifications of this reinforced plastic material, plus color chart. Information may be obtained from Russell Reinforced Plastics Corp., Dept. AB, Lindenhurst, L.I., N.Y.

Circle No. 047 on reply card, p. 112

**EYE-LEVEL DISHWASHER** as well as "stack-on" and "under-counter" types are presented in a four-page catalog from Tracy Kitchens. "Eye-level" model hangs on wall, uses the sink drain, can be portable or permanently installed in 24x30" wall space. This catalog may be obtained from Tracy Mfg. Co., Dept. AB, 3125 Preble Ave., P.O. Box 9938, Pittsburgh 33, Pa.

Circle No. 048 on reply card, p. 112

# Olin Polyethylene Film gives low-cost protection against weather

*Keeps Jobs on Schedule for  
Garmer and Stiles Company*



CARL MITCHELL



RALPH HULSHIZER

Accepted by VA and FHA  
Look us up in Sweet's Catalog (1957 Edition).

- Industrial Construction File 5/OL
- Architectural File 9/OL
- Light Construction File 3a/OL
- Also under . . . AIA File No. 24-D (NII)



Carl Mitchell and Ralph Hulshizer, job superintendents for Garmer and Stiles Company, general contractors, Des Moines, Iowa, kept their jobs on schedule through snow, sleet and freezing rain by using Olin Polyethylene film as a wind and weather break.

Carl has this to say about his experience: "It's the best thing that ever hit the building business. We used it to 'close in' a job we had at Friedman Motors when the weather turned bad. Without the use of any heat, Olin Polyethylene kept the temperature 20 degrees warmer inside."

Ralph puts it this way: "All you have to do is use it once to be sold. Besides using it as a 'wind-break,' material cover and curing blanket, I also use it to thaw ground! Here's what I mean. I couldn't start working on a Thriftway Store job because the ground was frozen solid. Then I thought of using Olin Polyethylene as a tent over the area, and put in two gas salamanders. In no time the ground softened and we could start work."

Here are some more facts about Olin Polyethylene Carl and Ralph gave us:

"I'll spend only about \$700 this year on Olin Polyethylene. Compare that to the \$3,000 I spent on tarps last year."

"By using Olin Polyethylene as a 'wind-break' instead of tarps, we'll save roughly 50% in time and labor."

"Olin Polyethylene is transparent. We don't need any costly lighting."

"When you cover materials with Olin Polyethylene, the men can see what's underneath."

Olin Polyethylene is a permanent multi-use moisture barrier that will help you build better for less. For more information, mail in this coupon.



FILM DIVISION  
OLIN MATHIESON  
CHEMICAL CORPORATION  
655 MADISON AVENUE  
NEW YORK 21, NEW YORK



Please send me free booklet and the name of my nearest supplier of Olin Polyethylene.

name. \_\_\_\_\_ title. \_\_\_\_\_

company. \_\_\_\_\_

address. \_\_\_\_\_

AB-10



MILLION-YEAR-OLD WONDER CHEMICAL  
MAKES

# BERMICO®

The Sewer Pipe That Serves  
Both Builder and Buyer Best!

From bituminous coal, formed by Nature millions of years ago, comes *coal tar pitch*—with its high molecular strength. On all types of outdoor structures, roads, roofs—wherever water and corrosion resistance is a *must*—*coal tar pitch* has proved its lasting effectiveness.

**Bermico**, the tough cellulose fibre pipe, is thoroughly impregnated with *coal tar pitch*. That's why it has such an impressive record of giving both home builders and buyers complete trouble-free service, year after year!

**Builders like Bermico** because it's economical—light in weight—fast and easy to install—does not rust, rot or corrode—comes in convenient 8-foot lengths—and has the only complete line of fittings including Wyes, Tees and Bends made of the same material.

**Home buyers prefer Bermico** because it's root-proof when properly installed—trouble-free—long-lasting, unaffected by household wastes.

Specify and install **Bermico** bituminized fibre pipe for house-to-sewer connections, storm drains, downspout run-offs—*Bermiseptic®* Perforated Pipe for septic tank disposal beds—and *Bermidrain®* for foundation drainage.

BERMICO

Guarantee of Quality

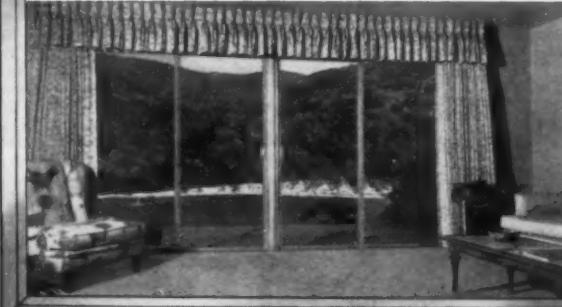


**BROWN COMPANY**

Berlin, New Hampshire

General Sales Offices:  
150 Causeway Street, Boston 14, Mass.

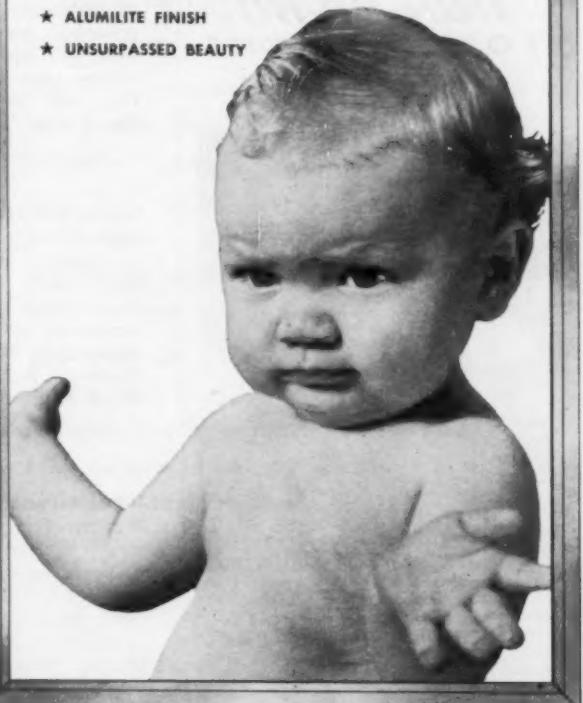
Did you say  
Unhanded?



Yes...we said unhanded!

Plus all these added extra features...

- ★ COMPLETELY WATER-TIGHT
- ★ LOWER SELLING PRICE
- ★ ALUMILITE FINISH
- ★ UNSURPASSED BEAUTY



The Capri CADET all aluminum Sliding Glass Door is engineered with exclusive new design two-piece tension mounted interlocking stiles making all two light units completely interchangeable, RIGHT or LEFT sliding . . . before, during, or anytime after installation. Universal design, including hardware, eliminates mistakes in ordering or installation.

The CADET, with its unique "outside slide" design and simplified installation procedure makes it possible for the builder to add the luxury feature of sliding glass doors of real beauty and positive water-tightness that will satisfy the most discriminating of home buyers. *Install with pride* the all-new Capri CADET with the outside slide.

For luxurious "4 seasons" protection . . . install the Custom Deluxe Capri CONTINENTAL Series sliding glass doors especially designed for one inch insulating glass or one-quarter inch plate glass. There's none finer!

*Write for complete details on the Capri lines and the name of your nearest dealer.*

Capri  
CADET  
ALL ALUMINUM SLIDING GLASS DOORS

T. V. WALKER & SON, INC. 217 N. Lake St.—Burbank, Calif.

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Dept. AB-107

Budget Priced Capri Cadet

Custom Deluxe Capri Continental

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CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

# Strong, Durable CONCRETE WITH TOUGH, WATERPROOF

**Durethane.**  
POLYETHYLENE  
FILM



You can reduce surface shrinkage of concrete to a minimum if you use Durethane polyethylene film as a "blanket" both over and under the concrete you pour. Too, Durethane film keeps in the moisture required for a low even cure so that the set concrete is up to 60 per cent harder, stronger and more durable. What's more, Durethane film is waterproof and readily protects slabs from sudden showers.

If you are not already using this versatile material, find out how you can do a better job of concrete work and reduce construction costs in many other areas with low-cost, lightweight, easy-to-handle Durethane film.

### For Other Valuable Tips



#### Send For This 8 Page BOOKLET

Where and how to use versatile polyethylene film is completely covered by text and photographs. Write for your copy today.

Write:

**KOPPERS COMPANY, INC.**  
Durethane Department  
1451 Koppers Building, Pittsburgh 19, Pa.

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**KOPPERS**  
POLYETHYLENE  
FILM  
D-12

### CATALOGS . . .

**BUILDERS' TOOLS** ranging from hand tools to power equipment are included in 1957 tool catalog. Extensive 92 page book "covers the market," introducing new tools, showing wider lines. Includes more dry wall finishing tools, new masonry guide, new plasterer's hand tools, revamped section on contractor's tools and equipment. More information from Goldblatt Tool Co., Dept. AB, 1910 Walnut St., Kansas City 8, Mo.

Circle No. 049 on reply card, p. 112

**WALL-TO-WALL LIGHTING** units for schools, banks, offices, stores comprehensively covered in new 12-page booklet from Pittsburgh Reflector. Contents include general information, installation instructions, engineering data, accessories, etc. Pittsburgh Reflector Co., Dept. AB, Oliver Bldg., Pittsburgh 22, Pa.

Circle No. 050 on reply card, p. 112

**IDEA KITCHEN** plan done with Western Pine paneling is available in a four-page folder. Dimensional floor plan and three side elevations included with information and special notes on equipment and accessory ideas. Single copies free of charge. Western Pine Assn., Dept. AB, Yeon Building, Portland 4, Oregon.

Circle No. 051 on reply card, p. 112

**PLASTIC DRAINAGE PIPE**, its properties, "hidden value" advantages and uses in a four-page pamphlet. Its photos illustrate step-by-step joint fusing, plus many applications of piping and different types of fittings available. From Southwestern Plastic Pipe Co., Dept. AB, P.O. Box 117, Mineral Wells, Texas.

Circle No. 052 on reply card, p. 112

**"FLOORING FASHIONS OF 1957"** available from Sloan-Delaware. Their four-color, 104-page book includes new patterns and colors in vinyl floor tile and linoleum. Also featured: actual size color reproductions of Sloan's newest vinyl, Flor-Ever "Picnic." Sloan-Delaware Floor Products, Dept. AB, 295 Fifth Ave., New York 16, N.Y.

Circle No. 053 on reply card, p. 112

(Continued on page 230)

# Durethane® POLYETHYLENE FILM

Keeps materials  
dry and workable



Many a building job shows a loss because sudden showers or heavy rains ruin costly materials and supplies. But from now on, you can eliminate the hazards of weather by using low cost Durethane polyethylene film for protective tarpaulins. This lightweight, low cost, easy-to-handle, transparent film is ideal for weather protecting lumber, cement, dry wall panels and other supplies and equipment being stored on the job site.

Durethane film tarpaulins resist tears and puncturing. They are light in weight and large tarpaulins made from it can be handled easily, often by one man.

Learn more about this versatile, flexible film with 101 uses in and around your new construction projects. Then put in a supply of Durethane film now. It is available in weights, widths, lengths to fit your needs.

#### Check List of USES:

- Scaffold Protection
- Slab Vapor Barriers
- Crawl Space Covers
- Building Material Covers
- Form Liners
- Temporary Windows & Doors
- Equipment Tarps
- Flashing
- Air, Dust and Vapor Barriers
- Drop Cloths
- and many others



#### THIS BOOKLET LISTS MORE

Where and how to use versatile polyethylene film is completely covered by text and photographs. Write for your copy today.

Write:

**KOPPERS COMPANY, INC.**  
Durethane Department  
1451 Koppers Building, Pittsburgh 19, Pa.

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POLYETHYLENE  
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D-13

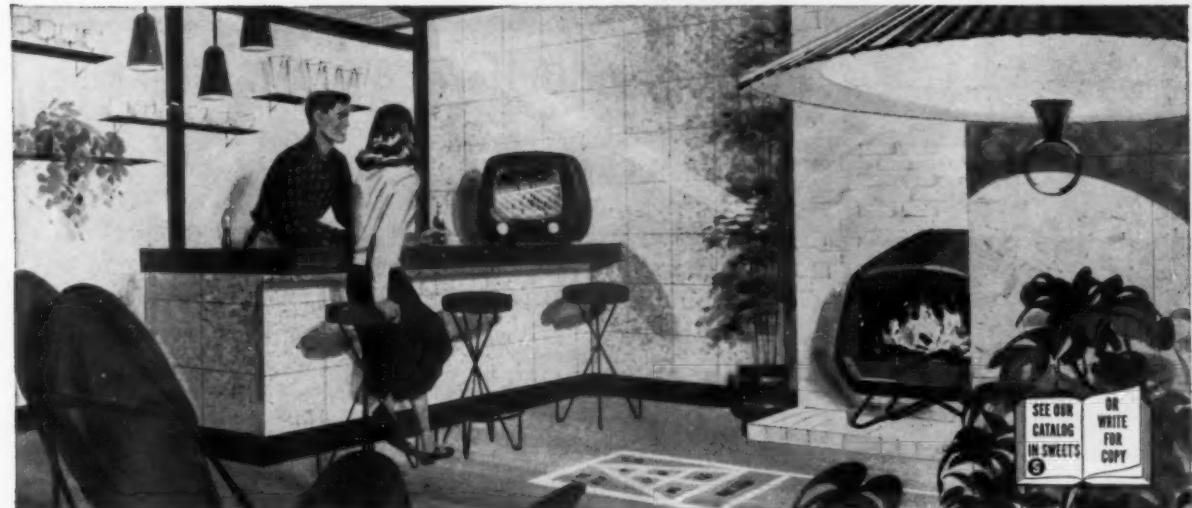
**Long-Bell**

**Ven-O-Wood®**

and

**flakewood®**

*smooth  
smart  
and  
sophisticated*



Here are two wood-paneling products that give interiors smart, smooth-textured beauty.

Ven-O-Wood is ribbon-grain Philippine mahogany veneer overlaid on the same highly dent-resisting flake board as Flakewood. It's smooth, requires no sanding nor other finishing and is ready for staining or varnishing. Like Flakewood it has an unusually low shrinking and swelling factor.

Flakewood's remarkably different: Wood flake faces in your choice of pine, maple, fir, cedar or Philippine mahogany, securely bonded together under heat and pressure. Satin smooth, 3-dimensional appearance without roughness. Contemporary good looks. May be stained, tinted with color, lacquered or varnished in its natural finish.

Flakewood and Ven-O-Wood are sturdy and durable. They may be sawed, nailed and mounted with glue. They make excellent overlays for furniture, cabinets, doors and commercial interiors, especially where low shrinkage and swelling are important.

INTERNATIONAL PAPER COMPANY  
**Long-Bell**  
DIVISION  
Kansas City, Mo. Longview, Wash.

Mail this coupon for the whole story on these outstanding Long-Bell panelings.

INTERNATIONAL PAPER COMPANY  
Long-Bell Division, Dept. AB  
Longview, Washington

Please send me a FREE sample of Ven-O-Wood and Flakewood, along with complete descriptive information.

Name.....

Firm Name.....

Street.....

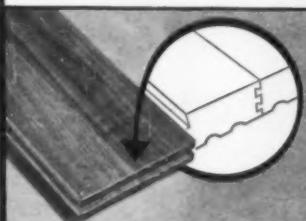
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# NEW Micro-Match

DOUBLE-WIDTH OAK STRIP  
FLOORING CUTS LAYING  
TIME **50%**



Odd lengths and shorts make assembly of conventional flooring a time-consuming job.



Close-up of the bonded, double-dovetailed **MICRO-MATCH** joint that holds the component strips.



Single **MICRO-MATCH** plank at left contains same number of feet as double row of conventional flooring pieces.



**MICRO-MATCH** plank on right is twice as wide as conventional strip . . . lays twice as fast.

**NO SHORTS!**



## Available in Uniform 8'-10'-12' Lengths

Twice as wide . . . lays twice as fast! — that's the story behind **MICRO-MATCH** . . . the amazing new pre-sanded precision oak strip flooring. Just as important, you can get it in long, uniform lengths . . . no shorts or odd lengths to assemble; reduces sawing and fitting to a minimum. **MICRO-MATCH** makes a beautiful floor . . . smoother, stronger, more interesting in texture.

### HOW IS IT DONE?

The **MICRO-MATCH** plank is composed of several strips of selected oak, united end-to-end by precision end-matching, and side-to-side by a pressure-bonded double-dovetailed joint that is stronger than the oak. The result is a double-width, uniform-length plank that cuts laying time in half.

### Write Today

For more information and colorful brochure that tells the complete **MICRO-MATCH** story.

**MILLER BROTHERS CO., Inc.**

P.O. Box 540-A2  
Johnson City, Tenn.

**MILLER**  
**Micro-Match**  
  
**FLOORING**

Homes sell faster when closets are lined with...

# AROMATIC RED CEDAR



Don't you love to smell cedar? Homebuyers do, too! That's why

closets lined with Aromatic Red Cedar make homes sell faster . . . at  
a greater profit to you.

Why a greater profit? Because cedar lined closets add  
little or no original cost, yet add at least \$100 in appraisal value.

Next time, make sure you include closets lined with  
Aromatic Red Cedar.



This seal of quality identifies ready-to-use closet lining produced only by the Aromatic Red Cedar Closet Lining Manufacturers Association. It is your guarantee of quality.

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# RESEARCH DATA RELEASED BY DUR-O-WAL

## Independent Study Now Available to Industry

In an effort to obtain pertinent information as to how joint reinforcing actually affects the strength of masonry construction, Dur-O-wal sponsored a program of research carried on by the Research Foundation of the University of Toledo in 1956. The study was designed to provide data on the following items:

1. The relative lateral strength of walls constructed with various types and amounts of reinforcing.
2. The relative effectiveness of various types and amounts of reinforcing used in walls laid up with mortars of widely varying strengths.
3. The effect of deformation in the side rods on the bond in both weak and strong mortars.
4. The effect on bond of the joints formed by the side rods and cross rods.
5. The effect of deforming on the strength of the side rods.

A total of 39 walls, 9'-4" x 4' were built and tested. More than two dozen tension tests were made on plain and deformed wires; 80 pull-out tests were made to determine bond characteristics.

## Guide for Comparison

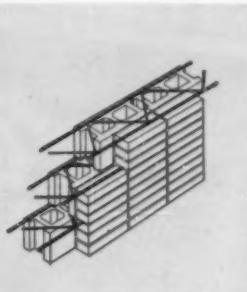
Three points of importance in comparing quality —

1. Weight of material
  - a. Comparison of actual weight per 1000 lineal feet.
  - b. Flexural strength in relation to weight of steel in wall.
2. Deformation
  - a. Report of tests
3. Mortar Locks
  - a. Report of comparative tests

## Dur-O-wal Distribution

More than 8,000 dealers stock Dur-O-wal, which is distributed in key markets throughout the United States. It is readily available in your area now.

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## Widening Design

### Horizons

By scientifically combining steel with concrete, architects are provided with new freedom of design and new economy of construction. Dur-O-wal is designed to fill a basic need for an economical, fabricated reinforcing member for masonry walls. You are invited to send for your copy of the research findings to learn how this truss design member provides superior lateral and horizontal reinforcing.

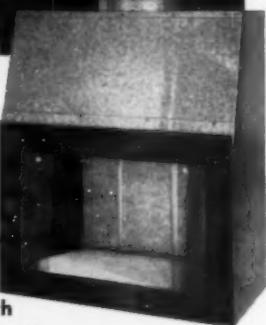


## Adequate Manufacturing Facilities

Dur-O-wal is manufactured by the Dur-O-wal Division, Cedar Rapids Block Company, Cedar Rapids, Iowa; Dur-O-wal Products, Inc., Box 628, Syracuse, N.Y.; Dur-O-wal of Illinois, 119 N. River Street, Aurora, Illinois; Dur-O-wal Products of Alabama, Inc., Box 5446, Birmingham, Alabama; Dur-O-wal Products, Inc., 4500 E. Lombard St., Baltimore, Md.; Dur-O-wal Div., Frontier Mfg. Co., Box 49, Phoenix, Ariz.; and Dur-O-wal, Inc., 165 Utah St., Toledo, Ohio.

## NOW-A New and LARGER *Majestic* Thulman Fireplace

The factory-made  
**FIREPLACE**  
that builds in  
**WITHOUT  
MASONRY**



- New 36" opening width
- New built-in sliding screen
- New easy method for installing trim

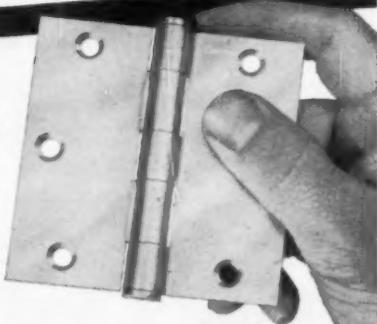
The all-metal, wood-burning fireplace now a full three feet wide for those larger homes! Cuts material and labor costs to rock bottom . . . even the sliding screen comes built-in! Labeled by Underwriters', needs no special clearances from abutting construction. New assembled brick-tile trim fastens with mastic to face for instant finishing. Write for full details today! Also available in 30" size with these same new features!

The **Majestic** Co., Inc.  
433 Erie St., Huntington, Ind.

REMEMBER — Thulman  
means more fireplace  
for your money!

Builder's Special . . .

**BUTTS**  
**by** **GRIFFIN**



The builder's favorite — priced full-mortise butts in typical Griffin quality! Full size pins, full size knuckles, no burr joints, electroplated dull brass or bonded prime coat. Swaged to standard specs.



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Builder's Special  
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**GRIFFIN**  
"since 1899"  
MANUFACTURING CO. ERIE, PA.

Also in  
Round  
Corners



## IN ALL THE WORLD

*this sander is unsurpassed for profit-earning performance and dependability...*

## AMERICAN SUPER 8

This is the fastest, finest American Floor Sander ever built! Used and preferred by leading floormen everywhere! Turns out top footage, hour after hour, day after day, on job after job. Plenty of brute strength and stamina. Minimum upkeep. Now offered in a choice of *two* all-modern Super 8's. The *Variable-Speed* with dial speed selector, 1600 to 2800 r.p.m. The *Two-Speed* with pulleys attached for quick choice of speed, either 2000 or 2400 r.p.m. If you want to step ahead, keep ahead, or plan to get into the business, make sure you always work with an American Super 8. It's by far the best profit-maker for you.



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PERFORMANCE PROVED PROFESSIONAL MACHINES AND  
SUPPLIES FOR CONTRACTOR USE • LOCAL SALES AND SERVICE



## "We include carpet in the price to sell homes faster"—says top Indiana builder

"Our home buyers like carpeting because the homes look more luxurious and they feel carpeting is easier to take care of," says John R. Worthman, Fort Wayne builder.

"We started including carpet in the price in 1954. Now all our medium-price homes are sold with carpeting included."

Women prefer carpet 13 to 1. But when they're buying a new house, their cash and credit are tied up. They feel they can't afford carpet. When you include carpet in the purchase price of the home, it's another reason for them to buy.

Working with local carpet retailers, you're able to offer your customers the widest possible selection of colors and patterns — no inventory necessary, no installation

problems. The customer gets her new house complete with carpet she's always wanted and you've made another sale.

Why don't you try this tested method of moving homes faster? Discuss this with your local carpet retailer. He can offer two extremely valuable services: 1. A broad selection of merchandise, with the showroom facilities and knowledge to service your buyers. 2. Skilled carpet layers to install wall-to-wall carpet. Your local lending organizations will be able to work out — with you and your carpet retailer — the most satisfactory financing plans for you.

Find out how you can use carpet as an effective selling tool. See your local carpet retailer today, or write to the Carpet Institute, 350 Fifth Avenue, New York 1, N. Y.

Home means more with carpet on the floor • more comfort • quiet • safety • beauty • easier care

**Offers carpets designed and made for the American way of life by these American manufacturers:** Artloom  
Beattie • Bigelow • Cabin Crafts-Needletuft • Downs • Firth • Gulistan • Hardwick & Magee • Hightstown • Holmes  
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**CARPET INSTITUTE, INC., 350 Fifth Avenue, New York 1, N. Y.**



**SALES SECRET:**

## **NEW FIRE-PROOF CLAPBOARD**

Newest siding sales feature for homes — beautiful clapboard of fireproof asbestos and cement. Ruberoid's exclusive Duroc® finish seals in color beauty, seals out dirt. Autoclaving guarantees against shrinkage for permanent tight fit. Tell buyers sidewalls can't rot or wear out, need almost no maintenance. Make your homes easier to sell with new Ruberoid Autoclaved Clapboard.

**RUBEROID**

**AUTOCLOVED**

# **CLAPBOARD**

**SPECIFICATIONS:**

Av. Approx. Wt./Sq. ....	195 lbs
Pieces/Sq. ....	39
Bundles/Sq. ....	3
Size ....	8 1/4" x 48"
Exposure ....	7 3/4" x 48"
Headlap ....	1"

Colors: Sno-White, Mist Green, Shell Coral, Cloud Gray and Canary Yellow

**ASPHALT AND ASBESTOS BUILDING MATERIALS**

For more information, ask for Autoclaved Clapboard folder #1359.  
Write The Ruberoid Co., 500 Fifth Avenue, New York 36, N.Y.



# AWNINg WINDOW

SERIES 520

## with 12 STAR FEATURES

including FLASH-WELDED FRAMES for extra strength

1. FLASH-WELDED FRAMES
2. IMPROVED ROTARY OPERATOR
3. SMOOTH, GLIDING VENTS
4. FULL LENGTH ALUMINUM TORQUE BAR
5. NYLON-PLASTIC BEARINGS
6. EVERTIGHT VINYL WEATHERSTRIPPING
7. EASY-ON SCREENS AND STORM SASH
8. ADJUSTABLE VENTS
9. STAYBARS RIVETED TO SASH
10. DRIP CAP AT HEAD
11. ONE SIZE GLASS FOR EACH WINDOW
12. SIMPLIFIED ONE-MAN INSTALLATION

Builders...home buyers...mortgage bankers...everybody likes the new *ALWINTITE Series 520 Awning Window*. And there are reasons galore. First of all, it's a sturdy, good quality window with many of the features you'd expect only in higher-priced, heavy-duty windows — yet it costs so much less. Designed for simple, easy installation, for smooth, efficient operation, and for complete customer satisfaction, it's the low-cost awning window you've been waiting for. Check all the features listed here...then see it at your *ALWINTITE* distributor. For special folder write to Dept. AB-1057.

ALWINTITE DIVISION  
**GENERAL BRONZE**  
 CORPORATION

711 Stewart Avenue

Garden City, N. Y.

**DEALERS!!!** Aluminum window sales are steadily increasing. Why not handle the line most builders prefer—*ALWINTITE* by General Bronze. Dealerships available in some areas. Write or wire for details.



Need a panel that's smooth on *both* sides? Masonite® Duolux® presents *two* super-smooth surfaces.

This tough, grainless hardboard—one of Masonite's finest—is offered in standard\* density for indoor applications, or tempered for extra strength, rigidity and resistance to surface wear. Both types are easy to cut and fit, take surface finishes beautifully. They come in panels 4' and 5' wide, up to 16' long.  $\frac{1}{8}$ ",  $\frac{3}{16}$ " and  $\frac{1}{4}$ " thick.

For faster, finer surface finishing, ask your lumber dealer for Masonite Primecote® Duolux, in standard or tempered qualities...has a smooth, even, factory-applied primer-sealer. Send the coupon for more information.

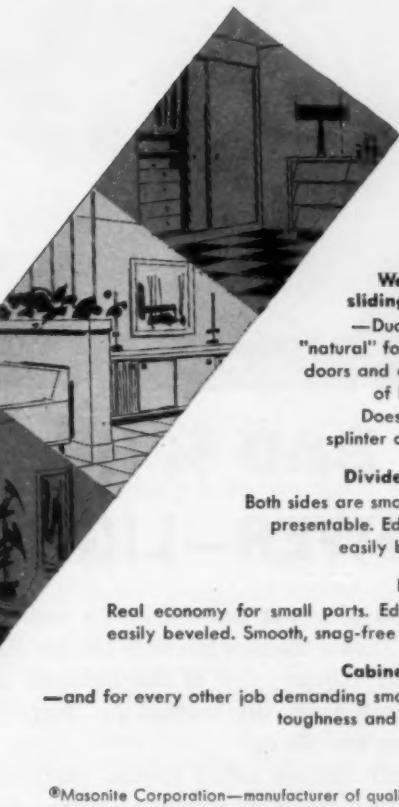
\*Not available west of the Rockies.

**Smooth, smooth—both sides are smooth!**

# MASONITE

## DUOLUX

**Does so many jobs better**



### Wardrobe sliding doors

—Duolux is a "natural" for sliding doors and all kinds of built-ins.

Doesn't split, splinter or crack.

### Divider walls

Both sides are smooth and presentable. Edges are easily beveled.

### Louvers

Real economy for small parts. Edges are easily beveled. Smooth, snag-free surface.

### Cabinet doors

—and for every other job demanding smoothness, toughness and rigidity.

©Masonite Corporation—manufacturer of quality panel products.

MASONITE CORPORATION, Dept. AB-10, Box 777,  
Chicago 90, Illinois

Please send me more ideas about using Masonite Duolux.

Name.....

Firm.....

Address.....

City..... State.....

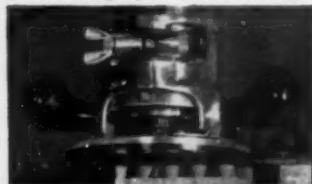
Zone..... County.....



Black & Decker Gives You:



POWERFUL, LIGHT: Full  $\frac{3}{4}$  HP motor, yet tool weighs just a little over 6 lbs.



EASIER HANDLING: Specially designed handles fit palm. Switch operates without releasing handles.



ACCURATE ADJUSTMENT: Exclusive micrometer-type depth adjustment with calibrated depth dial speeds accurate positioning.



FAST CHANGING: Stands on end for fast changing or sharpening bits and cutters, adjusting for cutting depth.

## New B&D $\frac{3}{4}$ HP Heavy-Duty Router for POWER—LIGHTNESS—ACCURACY

A maximum of power packed into a minimum of weight! That's the new Black & Decker  $\frac{3}{4}$  HP Heavy-Duty Router, one of the lightest, most compact routers on the market . . . *perfect* for fast finishing and fitting!

This B&D Router offers special features to make handling easier and work go faster. Com-

pare the power and performance of the new Black & Decker Router with any other on the market. Then compare price and you'll be sold! For more information, write: THE BLACK & DECKER MFG. CO., Dept. H-110, Towson 4, Maryland.

**B&D Heavy-Duty Router  
Only  
\$59<sup>50</sup>**



B&D ROUTER KIT gives you Router, six popular bits, Straight and Circular Guide in handy metal kit for only \$88.00—Save \$3.75.

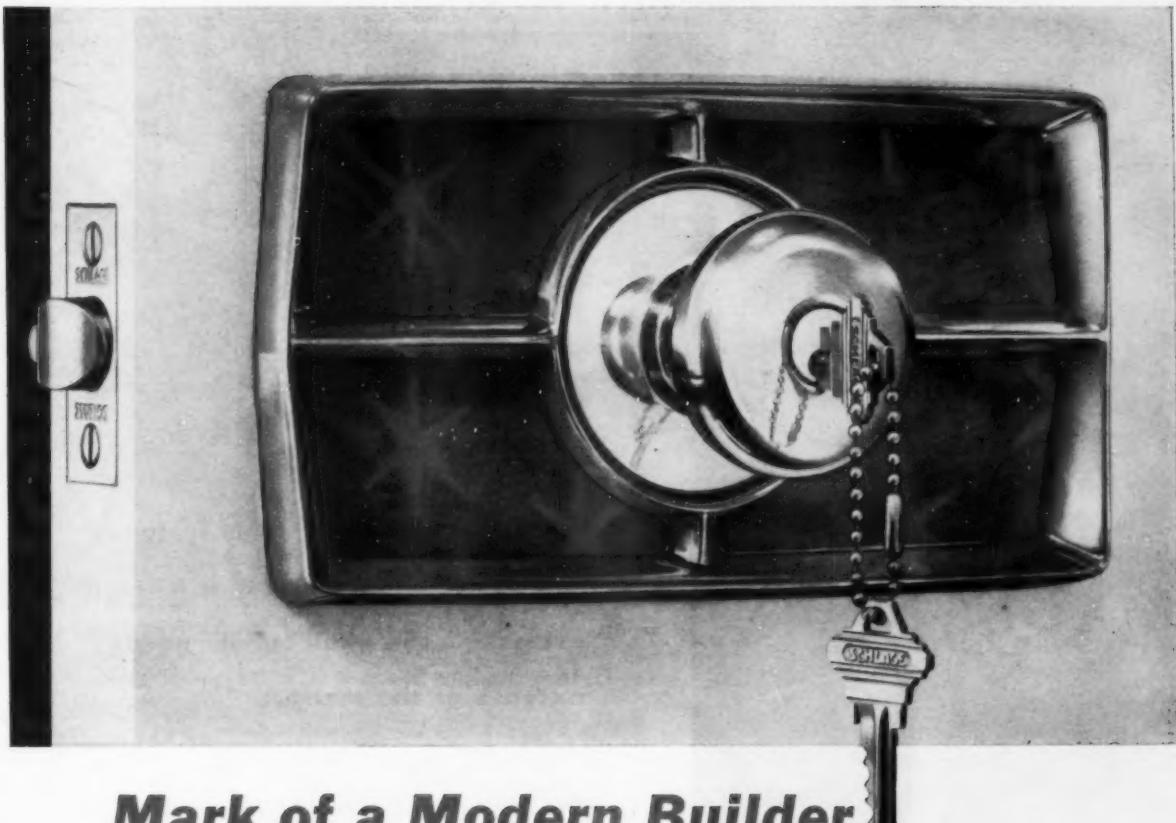


Look under "Tools-Electric"



**Black & Decker®**

World's Largest Maker of Electric Tools

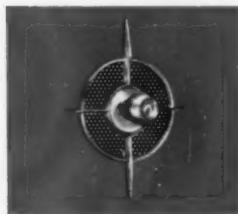


## Mark of a Modern Builder

Today's builder can't afford to be color-blind . . . when his customers have their eyes open for the imaginative use of color in his homes. They find it immediately at the entranceway with a Schlage open-back escutcheon, distinctive backdrop for a modern Schlage cylindrical lock.

A variety of colors, patterns or textures can be placed behind Schlage "Color Accent" escutcheons to establish a home's first attractive touch of color styling. Open-back escutcheons offer modern convenience, too . . . by allowing the extra hand freedom of Schlage's popular 5-inch backset.

The quality story you want to tell begins at the entranceway . . . when it's announced by the convenience and the colorful originality of Schlage locks and open-back escutcheons.



Continental open-back escutcheon,  
with Saturn design lock.



Manhattan open-back escutcheon,  
with Tulip design lock.

**Sell Schlage's "Color Accent" at the Entranceway**  
Behind the rectangular symmetry of the Manhattan or the circular simplicity of the Continental, color can be used to give attractive individuality to the entranceway of every home. When combined with the wide assortment of original Schlage lock designs and finishes, Schlage "Color Accent" escutcheons add a fashionable sales feature to your homes . . . simply and inexpensively.

Send for New "Lock Fashions" Brochure #651-Y-10  
For illustrated applications of Schlage "Color Accent" escutcheons and complete information on Schlage residential and escutcheon designs, write today for this handsome, 4-color, 12-page brochure to Schlage Lock Co., P.O. Box 3324, San Francisco.

**SCHLAGE®**  
LOCK COMPANY

SCHLAGE LOCK COMPANY, SAN FRANCISCO • NEW YORK • VANCOUVER, B.C.

LAND PLANNING  
SECTION



**Time was when a tractor was just something to tow other machines around the farm. Suddenly it started sprouting gadgets, and now it can do everything the small builder needs except sign the contract**

## Look what you

**T**he average small-volume builder doesn't have a lot of loose change rattling around in the bank—most of his capital is in his houses—so a \$6,000 capital outlay is something he has to think about very carefully. It is especially significant, therefore, that the builder of ten or more houses a year who doesn't own a tractor rig is fast becoming the exception rather than the rule.

This \$6,000 is just a rough figure. It should buy a medium-sized tractor, a backhoe, and a front-end loader, a combination generally considered the basic package, and it will allow the builder to do almost anything in the earth-moving line other than bulldozer work. As his pocketbook permits, the builder can buy additional gadgets that will do everything but mop his brow at tax time.

Next month we're going to cover thoroughly the question of the small builder owning his own earth moving equipment; for the moment, here's a brief picture of why tractor owning makes sense. If you build 12 houses a year over the next five years, a \$6,000 tractor will cost you \$100 a house. Just having it there when you need it will probably be worth more than that to you. Since you'll pay no sub's profit, your actual earth-moving costs will be lower. Finally, you can write off the cost over the five years, and from there on it's pure gravy.



**MOST IMPORTANT ATTACHMENT** for most builders is the backhoe. Average unit can dig about 12 feet deep, has buckets from 12" to 24" wide, can dig anything from a sewer-line trench to a full cellar excavation.



**NEW VARIATION** on the old backhoe is this unit, which works from both sides of the tractor as well as the center, permits digging close to existing walls. Mid-Western Industries is the manufacturer.

## can do with the versatile tractor



**FRONT-END LOADER** is the other part of the basic tractor rig. Scoop carries more than half a yard, can also be used to scrape and level loose dirt. Many builders use it to dump stone or slag into slab foundations.



**BLADES OF MANY SIZES AND SHAPES** are available for both front- and rear-end mounting on tractors. This rear-mounted blade is designed for leveling and grading; its height can be controlled by the operator.

LAND PLANNING continued

With attachments like these, the tractor can be used for almost



**REAR-MOUNTED TRENCHER** turns tractor into an efficient ditch-digging machine. There are many models on the market. This one, by Earth Equipment Corp., digs four-foot trench at the rate of up to nine feet a minute.



**HOLE-DIGGERS** come in diameters of from 6" to 24", can dig holes up to 6' deep. They dig holes for poles, planting small trees, or for concrete piers under grade-beam slabs. This one is made by Roper Mfg. Co.

Tractors can do more than just dig. These "bonus" attachments do



**FULL-FLEDGED FORK LIFT** machine is a luxury the small builder can't afford; but with this fork-lift attachment on his tractor, a tremendous variety of materials-handling jobs can be done. Manufactured by Oliver.



**UTILITY BOOM** is attached to front-end loader frame, can lift material up to 20 feet, high enough for two-story houses. One accessory is a one-third yard concrete bucket. Made by the Henry Manufacturing Co.

## every light earth-moving job a builder has to do

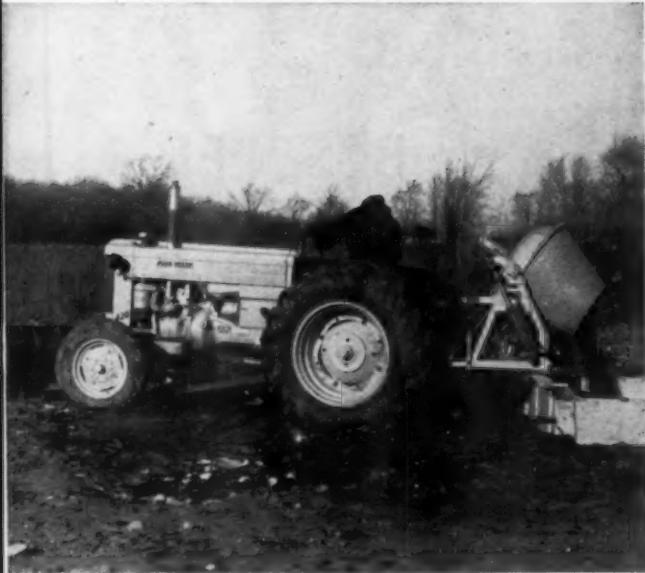


**LANDSCAPING** is one of the biggest jobs done by light tractors. This rake, built by Arps Corp., cleans brush, stones and other debris from area to be seeded. A solid blade can also be mounted on the same frame.

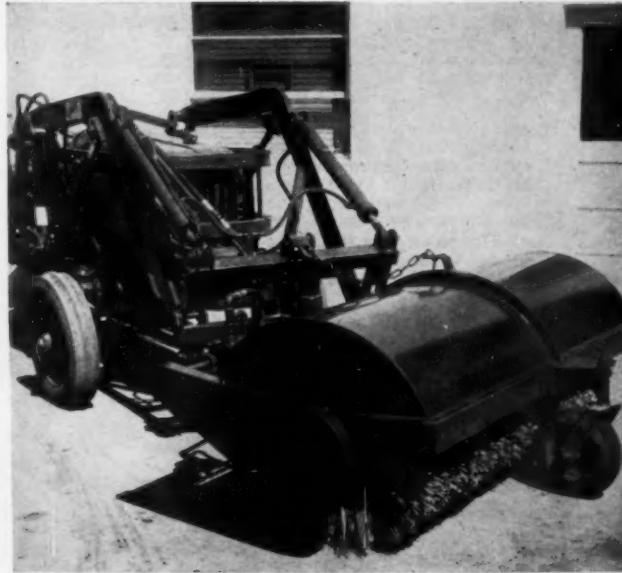


**HALFTRACK ATTACHMENT** by Arps greatly increases traction, makes it possible to use tractor in sloppier ground. While this does not make tractor a bulldozer, it does permit light dozing jobs like the one shown.

## everything from pouring foundations to sweeping streets



**REDI-MIX CEMENT MIXER**, a John Deere attachment, mounts on the rear of the tractor. Small mixer is standard item for most builders; by attaching it to the tractor, builder is able to mix and deliver to job at the same time.



**FOR THE LARGER BUILDER** who has a lot of streets to clean before he leave the job, this power sweeper, built by Henry, mounts on the front-end loader frame. It angles to the right or left to move dirt to one side.



**Fast Cycling—**  
**Completely Hydraulic**

**HOPTO**  
DIGGER • SHOVEL • CRANE



There's nothing like a HOPTO for quick mobility, fast cycling, smooth hydraulic operation and hour-saving capacity! In clay, gumbo or obstruction-filled ground . . . through sod or black-top, HOPTO wields up to a 30° backhoe in a 20 second cycle, digs to 13½ feet deep, has a ground reach of 19 feet, a loading height of 11½ feet and a 200° continuous swing. Hydraulic outriggers controlled by operator are standard equipment. HOPTO mounts on any two-ton or larger truck . . . offers an optional all-weather cab housing simple, 4-lever controls.

#### NEW 72 GPM HYDRAULIC SYSTEM

HOPTO is completely hydraulic with a triple tandem pump feeding 72 GPM to a split valve bank. This split hydraulic system means increased efficiency . . . faster, cooler operation. Generous overload factors, big 5" ID cylinders on hoist, crowd, and bucket control and tough, double wire braid hoses mean long dependable life.

HOPTO offers a wide selection of quickly interchangeable backhoe or shovel buckets, timber grapple or crane equipment to handle literally hundreds of digging and loading jobs.



**12 VERSATILE MODELS**—The complete HOPTO line includes the half-yard, full-swing Model 360; self-propelled wheel and crawler units, self-powered or PTO-operated trailer units and models for mounting on wheel or crawler tractors.



#### TRACK TRACTOR MOUNTED • HALF-YARD 360° TRUCK MOUNTED

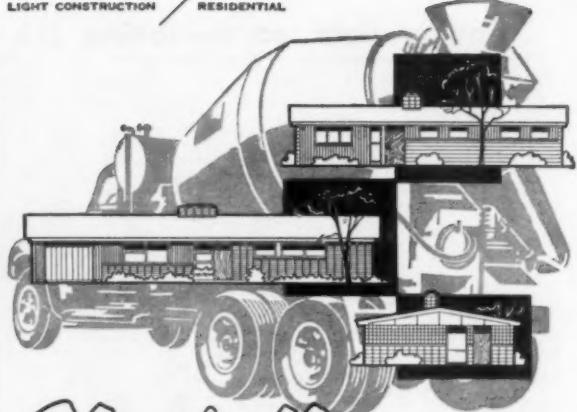
Write today for complete information on the HOPTO that best fits your needs!



**BADGER MACHINE COMPANY**

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**Elastizell®** — TYPE CONCRETE  
... greater customer satisfaction  
at reduced cost

You can offer your customers *extra living comfort* with floors of this insulating concrete. Even the cheapest heating system will perform with maximum effectiveness when used with an Elastizell-type floor. For further information as to the performance of this type floor, inquire through your ready-mix supplier or write us direct.

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*Disappearing  
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# Now... *Power Steering*

with All Its Advantages...  
for JOHN DEERE Industrial  
WHEEL-TYPE TRACTORS

GOOD news for buyers of John Deere "420" Tractors! Now you can get *factory-engineered power steering*. Here is simple, positive, low-cost power steering that means new freedom from driving effort... new freedom from driver fatigue... safer, faster, more convenient operation.

It's good news, too, for present owners of John Deere "420" and "40" Utility Tractors, because the power steering assembly is available for field installation.

Only a test drive can demonstrate fully how John Deere Power Steering will save you time and work, *every time you take the wheel*. In sand or mud... when working over rough ground... and especially when working with loaders or other heavy, front-mounted equipment... it makes the difference of night and day in handling your tractor.

Get full information now from your nearest John Deere industrial dealer. Look for his name in the yellow pages of your phone book.



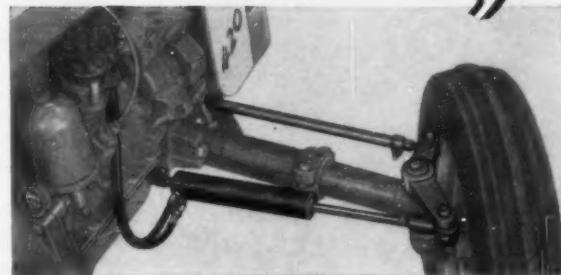
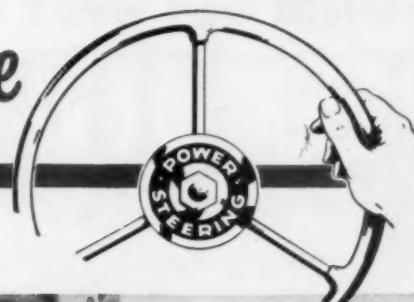
## 420 UTILITY

Low, compact design provides all-around stability. Gives you 30 engine horsepower to handle wide variety of jobs at low cost. Hydraulic control for large selection of equipment.

For More Facts See Your Nearest John Deere Dealer



Backed by nearly 40 years of tractor manufacture for dependable service and quality.



## 420 SPECIAL UTILITY

Same as the "Utility" in horsepower and all-around usefulness, but has special features such as dual hydraulic control, wider rear-wheel spacings, and longer wheel base.

### Send for FREE LITERATURE

JOHN DEERE • Industrial Division  
Moline, Ill., Dept. D33N

Please send me your latest literature on the John Deere Utility Tractors.

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Title \_\_\_\_\_

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## Write for a better way to bag new business

If you're gunning for more business from new construction, Dodge Reports can help improve your aim.

They point out your *live* prospects . . . put an end to the hit-or-miss method of finding business.

If you would like to see how Dodge Reports can build your business . . .  
help your profits mount, just read this coupon, and mail it today!

TO: **DODGE REPORTS, DEPT. 178, 119 WEST 40th STREET, NEW YORK 18, N. Y.**

Yes! I'd like to see how to get more business by knowing in advance who's going to build, what, when, where.

I want to know whom to contact and when to submit bids.

I'd like to see some Dodge Reports, and I'd like a copy of your booklet that tells how to use this accurate, daily, up-to-the-minute construction news service.

I understand that I can pick just the area in the 37 Eastern States and the type of construction activity that interests me. Also, that I won't have to wade through mounds of data to find the information I need.

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## Prove on Your Job that the Sherman Digs Faster to Save You Money



The recently introduced Model "F" Sherman Power Digger excavates faster than any comparable backhoe!

Hard to believe? Well, don't take our word for it. We challenge you to "Clock it"! Ask your Ford Tractor Dealer to demonstrate the new Sherman on *your* job while you time it with a stopwatch. Prove to yourself that it saves you money by producing more work per dollar invested in time, equipment, maintenance and manpower.

If you are interested, we'll be glad to tell you of the many revolutionary features which contribute to the digging speed and durability of the new Model "F". Just drop us a line for Bulletin No. 770.

Sold and Serviced by your local  
**FORD TRACTOR DEALER**

**Sherman**  
PRODUCTS, INC.  
ROYAL OAK, MICHIGAN  
POWER DIGGERS • FRONT END LOADERS • FORK LIFTS



**YOUR DAVIS DEALER IS DEALING...SEE HIM NOW!**



Davis 210 digging flush alongside a building.



Davis Model 210 Backhoe and 102 Loader on a Model 202 Work-Bull Tractor.

## **YOU CAN SEE FOR YOURSELF**

**— it's the greatest LOADER-BACKHOE at any price...on any tractor\*!**

Only the Davis Loader-Backhoe allows you unrestricted vision. You can see why this rig, with many such exclusive features gives you more earning power.

You sit high on the backhoe so you can see exactly where you're working and you move with the boom so you always face the bucket — just like on the big power shovels.

Only the Davis 210 Backhoe lets you dig flush alongside a building, wall, or fence. Vertical stabilizers, right-angle digging, and 10,000 pounds breakaway power give you the advantage on every job.

The Davis Loader — with built-in strength and streamlined design — has been widely copied, but never equalled. You would naturally think that this rig would cost you more, but it actually costs less than most other makes.

\*Davis Loaders and Backhoes are available for all popular models of International, Ford, Work-Bull, Ferguson Major, Ferguson, Case, Massey-Harris, Allis-Chalmers, Oliver, John Deere, and Minneapolis-Moline Tractors.

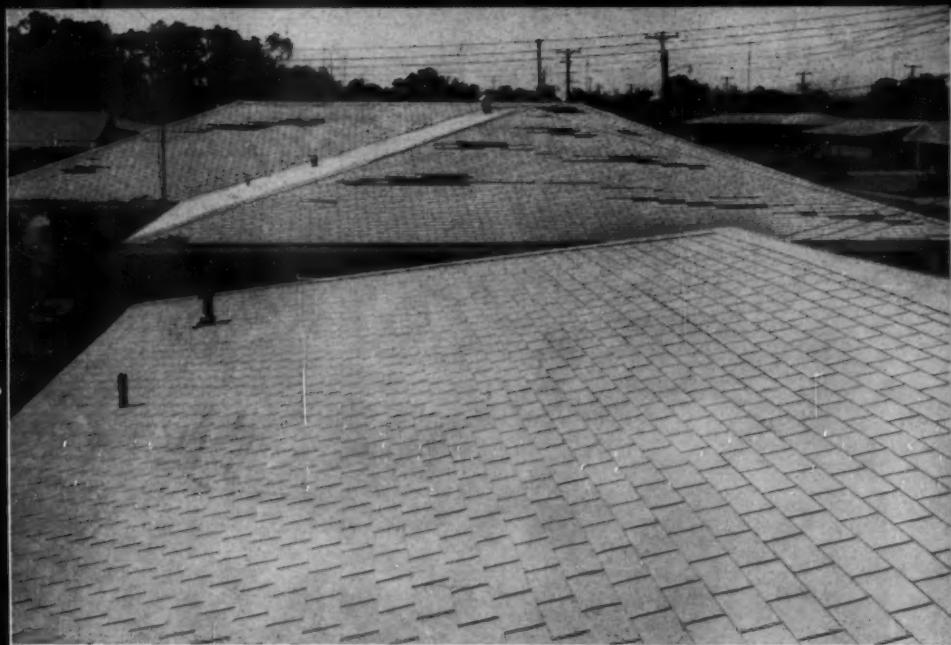
**SOLD AND SERVICED EVERYWHERE BY BETTER DEALERS**



For the name of your nearest dealer, call Western Union by number and ask for Operator 25... or write direct. Please specify make of tractor.

**MASSEY-HARRIS-FERGUSON, INC.  
INDUSTRIAL DIVISION**  
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Look  
at this  
Proof!



House in rear, built by Saul Sonnier, was roofed with conventional strip shingles.

SEAL-TABS are on house in front, and Audrey couldn't blow one tab loose!

## HURRICANE AUDREY couldn't budge Flintkote self-sealing, hurricane-resistant

### **SEAL-TAB** Shingles!

Remember what Hurricane *Audrey* did to Texas and Louisiana! Left thousands homeless! Ruined or damaged thousands of homes!

Yet... *Audrey* more than met her match in Flintkote SEAL-TAB Hurricane-resistant Shingles. Not a single SEAL-TAB was even lifted!

Many letters were received by Flintkote in praise of the unbelievable tenacity of SEAL-TABS. Here is what Mr. V. P. Pierret, Lafayette, La., builder, said:

*"I made it a point to check all the SEAL-TAB Shingles I used in the homes I built and to my satisfaction I found that what these shingles were supposed to do, they did, and in a superb manner. They held the "Fort" and didn't let a shingle loose. This is an excellent shingle, believe me."*

*"You may rest assured that all of my future homes, new and re-roofed ones, will have this shingle on them."*

Another Lafayette, La. builder, Mr. M. P. Dumesnil, Jr. writes:

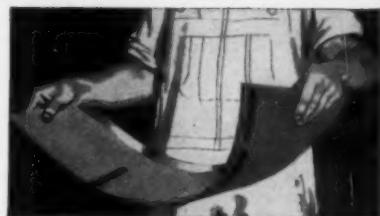
*"SEAL-TABS withstood the hurricane winds very well, while the conventional shingles were torn off the roofs pretty generally. As a result, I intend to use FLINTKOTE SEAL-TABS on all my homes in the future."*

And Mr. Paul V. Nohe, Jennings, La. building supply dealer writes:

*"During this storm there was not one SEAL-TAB Shingle lost on any roof, and to the contrary, regular shingles were blown off in all sections. There is no doubt in my mind that from now on SEAL-TAB Shingles will sell like hot-cakes and a person is foolish not to buy them."*

#### Get ready for the big demand for SEAL-TABS!

Get in touch with your Flintkote supplier today. Or write for complete information to The Flintkote Company, Building Materials Division, 30 Rockefeller Plaza, New York 20, New York.



**Seals itself down!** Each SEAL-TAB Shingle has a strip of special Flintkote-developed adhesive, factory-applied on the underside of the butt. SEAL-TABS are self-sealed by the heat of the sun—making a sturdy, weather-tight roof.



**Easy application!** SEAL-TAB Shingles are easily and quickly applied on new housing or over old roofs. Their exclusive aluminum strip retards the adhesive action until the shingle is applied—prevents delays and waste.



**FLINTKOTE**

*Originator of the  
Asphalt Strip*



**"Here's Why  
I Spend a Little More and Use  
Follansbee TERNE Roofs!"**



**The NEW  
BERMUDA ROOF  
of Follansbee Terne**

Shown above is the new, distinctive BERMUDA ROOF of Follansbee Terne. If you would like more particulars about the installation and cost of the Bermuda Roof, we will be happy to send you complete information. Other data also appears in the Architectural and Light Construction Files of Sweet's Catalog.

"You have probably noticed too that prospective home buyers aren't particularly conscious of the roof—even though the roof is one of the most important features of any house.

"Now, since I've been putting Follansbee Terne roofs on all my houses, I have something that I can merchandise. Buyers are impressed when they hear that a Follansbee Terne roof will last as long as the house stands—that Terne is fireproof, weathertight, windproof and can be painted any color, any time, to harmonize with the house exterior.

"My homes include air-conditioning and I sell the fact that a light-colored Follansbee Terne roof will reflect more of the sun's heat than any other type of roof. That means a substantial savings in air-conditioning costs for the home buyer.

"I've found that the beauty and serviceability of a Follansbee Terne roof is that added attraction that helps me sell my homes quickly."

*Roofing and Sheet Metal Contractors everywhere will install Follansbee Terne Roofs.*



**FOLLANSBEE**  
STEEL CORPORATION

FOLLANSBEE, WEST VIRGINIA

Terne Roofing • Cold Rolled Strip • Polished Blue Sheets and Coils

*Sales Offices in Principal Cities*





## Highway Hotel Network specifies Moisture Barrier of **VISQUEEN** film

Trade Mark

Travelodge Corporation operates a rapidly expanding chain of highway hotels in the Southwest. All are of standard slab construction. "We specify **VISQUEEN** film for the moisture barrier under the slab," says Mr. Earl Gagosian, "because it assures us of trouble-free permanent moisture protection at a considerable saving in labor cost."

**VISQUEEN** film meets Federal Housing Administration Minimum Property and Test Requirements and Federal Spec. UU-P-147 for moisture barrier material. Only **VISQUEEN** film is made in seamless widths to 32 feet.

Investigate the advantages of this outstanding material. Use the information request tag for details of use and application.

**VISQUEEN** film is all polyethylene, but not all polyethylene film is **VISQUEEN**. Only **VISQUEEN** has the benefit of research and resources of **VISKING COMPANY**.

**PLASTICS DIVISION**  
**VISKING COMPANY** Division of  
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Lindsay, Ontario.



Corporation

information request tag

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Trade Mark

clip this tag—#AB10  
attach to letterhead, mail.



**CROSSETT**  
*Royal Oak Floors*  
**SELL HOUSES**

You can sell any house quicker, easier, if it has "floor appeal." . . . For the last word in modern floor appeal, lay a Crossett Royal Oak Floor. No other material matches the warmth, the natural beauty, the economical long life of a Crossett Royal Oak Floor.

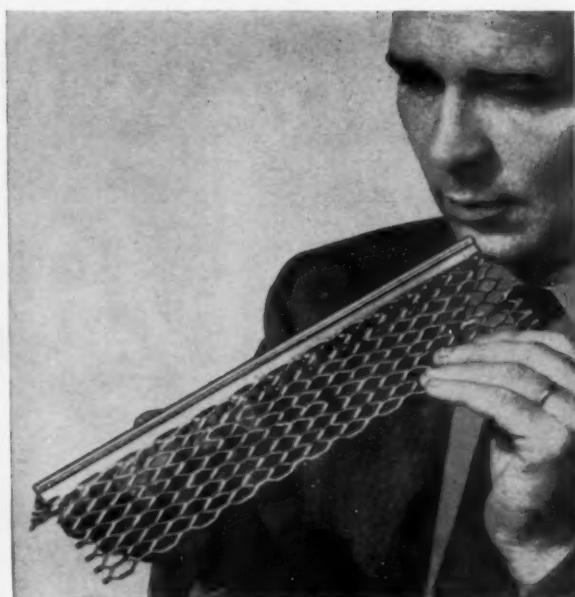
*Send for your Free Booklet . . .*



This booklet—"A Home Owner's Guide"—gives you complete information on how to lay, finish and maintain oak floors. For further data and information, address:



**Crossett** LUMBER COMPANY  
*A Division of The Crossett Company*  
 CROSSETT, ARKANSAS



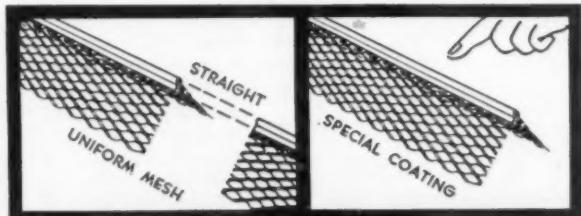
**Thousands of Contractors Rely  
 on the New Bostwick  
 Expanded Corner Bead**

As straight as a string . . . no crooked ends . . . no bows . . . that's it every time with Bostwick Expanded Corner Bead. All this is due to a brand new Bostwick expanded corner bead machine. It has electronic controls to bring you product uniformity. That's how Bostwick can give you these six time-saving features, and no call-backs for premature repairs at six cents per minute:

1. Straight end to end
2. Ends sheared square
3. Plaster key to the edge of the bead
4. Uniform width wings having same angle to the nose
5. Special non-peel galvanized coating
6. Special expanded small mesh wings

Your dealer can get Bostwick quickly if he doesn't have it in stock. You won't like a substitute as well. Want a sample?

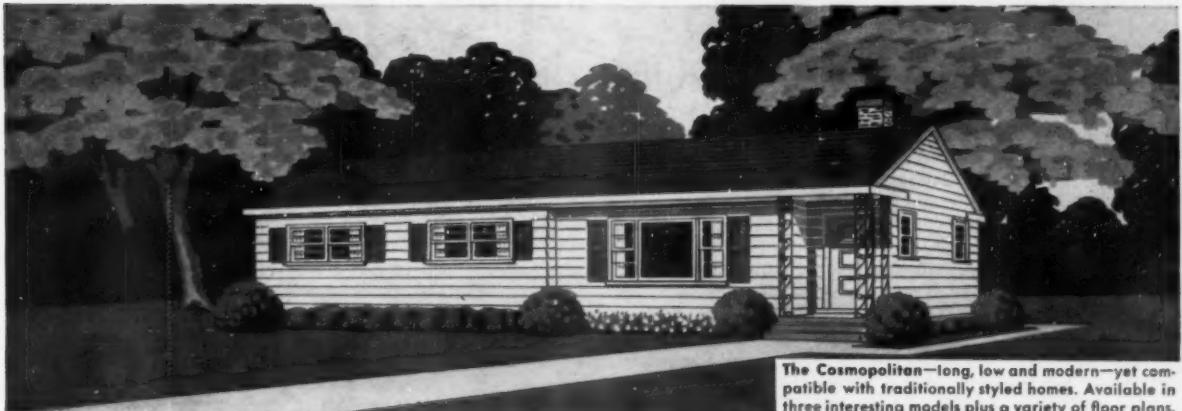
Write today.



THE BOSTWICK  
 STEEL LATH COMPANY  
 103 HEATON AVE. • NILES, OHIO

**Bostwick**®

# LIVE MODERN



The Cosmopolitan—long, low and modern—yet compatible with traditionally styled homes. Available in three interesting models plus a variety of floor plans.

## IN A PERMABILT® HOME!

*Architect-Designed, Factory-Built for a Lifetime of Comfort...*



The Sarasota—another unique and modern home with amazing versatility. A spacious 4-bedroom plan with choice of basement or utility room, 2-car garage and breezeway—plus 2 complete baths.



The Brookfield—for casual, comfortable living, this new model was planned for a variety of interior arrangements. Has the appearance of costing thousands more, but doesn't!



Permabilt homes are designed to match every taste, budget or climate.



Permabilt homes are factory-assembled by skilled craftsmen to save you time, money and effort.



Permabilt homes are delivered to your site and can be erected and "Under Roof" in 48 hours.



Permabilt homes meet all FHA and VA specifications. Financing is fast, comfortable and dependable.



Permabilt methods afford more living comfort, convenience and economy.



The Coral Gables—provides maximum housing value, full comfort plus a flair of the unusual. A split-level home with big picture windows and a choice of floor plan arrangements.

*There's More Value in a Permabilt Home . . . and There's a Permabilt Home to Match Every Taste*



### ACT NOW...

Don't miss this opportunity to receive, without charge, the beautifully illustrated catalog of Permabilt homes for 1957

336 S. Kalamazoo Ave., Marshall, Michigan



## Verbal 'spanking' helps sell hesitant prospects

The misery of choice has delayed or ultimately killed many a potential home sale. Salesmen know the symptoms: prospects just can't decide between a split level or a ranch; between this location or that—or can't bring themselves to sacrifice any part of the dream house they can't afford.

In recognition of this universal dilemma, the *Chicago Sun-Times* has recently run a sizable ad in its own columns headed, "Is

indecision robbing you of a home of your own?" The advertisement verbally shakes the vacillating prospect by the shoulder, suggests it might be time to examine himself rather than the market if he can't find the house he wants after months of supposed search. "Perhaps you have set up an impossible 'deal' which cannot be achieved within the price limit you have set," states the ad.

The advertisement argues against

further hesitation, goes on to list the advantages of home-ownership: stability of mortgage payments; hedge against inflation; tax benefits; forced savings.

Intended to support the newspaper's real estate advertisers, the advertisement has proved to be a direct sales help: at least one home salesman clinched a sale by showing the ad to a couple who had been unwilling to compromise any part of their castle in the air.

## Builder finds flattery gets him everywhere

"You belong in Kingston Estates." "I live like a king on my own estate. . . ."

Headlines like these top off newspaper advertisements in a follow-up campaign that has been 70% effective for a New Jersey builder.

Richard C. Goodwin of Goodwin

Housing Corp., Haddonfield, N.J., says he based them on the principles of motivation research. While there is no scientific way to actually measure the effectiveness of these ads, Goodwin makes his educated guess after weighing a number of factors that influence the market in his area; e.g., old-

home sales, available mortgage money, competition, general economic health.

Using only such advertising during a recent five-month period in a very slow market, he sold 50 houses in the \$15,490-18,290 bracket. Ad investment totaled \$50-\$100 a house.

### IDEA OF THE MONTH

#### Model doubles as home-equipment supermarket

Here's a builder who works so closely with his buyers, their homes can be completely equipped the day they move in. No fear of being without refrigerator or clothes dryer for a while; everything needed to make a house a home is on sale at the home site.

A one-stop home equipment "supermarket" was opened simultaneously with Hasbrook Construction Co.'s 532-home subdivision in Arlington Heights, Ill., last July. One of the three model homes displays a complete line of home accessories—from dishwasher to lawn mower (see picture).

"For the first time a home buyer can purchase not only electric home appliances but also indoor and outdoor furniture, landscaping, interior decorating service, and other custom features at the home site," points out Al-



bert E. Riley, 29-year-old president of the firm. Housewives recognize an additional benefit in having equipment for sale so handy: they can be sure it fits the

spot they have in mind for it.

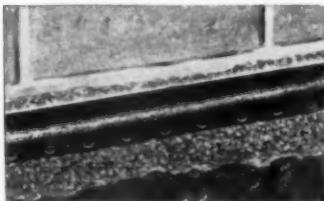
The merchandise can be financed by budget payments with major appliances included in the mortgage.

No. 5 of a series...File but don't forget

# the holes do the job!

Keep cellars dry . . . drain wet spots . . .  
make septic tank filter beds work better

The scientific design of Orangeburg Brand *Perforated Pipe* . . . with two rows of  $\frac{5}{8}$ " holes, on 3" centers, 100 degrees apart . . . increases drainage capacity . . . creates uniform seepage . . . Unique Snap Couplings maintain positive alignment . . . prevent silting . . . Lightweight 8-foot lengths *grade easily, install easily*, save time and cut cost. Orangeburg Perforated comes in 4" size . . . it is the ideal pipe for foundation drains, septic tank disposal fields, land drainage.



Orangeburg *Perforated Pipe* keeps cellars dry. Makes efficient, long-lasting foundation footing drains.



Unique Snap Coupling maintains alignment, gives permanent joint cover, permits seepage at joint.

## ORANGEBURG® BRAND perforated pipe

For house sewers, run-offs from downspouts and other tight-joint drainage lines use Orangeburg Brand *Root-Proof Pipe*.

Make sure you get *genuine* Orangeburg. Look for the Brand Name on Pipe and Fittings. Write Dept. AB-107 for more facts.

ORANGEBURG MANUFACTURING CO., INC., Orangeburg, N.Y., Newark, Calif.





## WHY DIDN'T THEY GET WINDOWS WITH CALDWELL SPIRAFLEX?!

To be sure, everyone would have been happier had they done so, for with *Spiraflex* there's no slip, no creep, no bind!

*Spiraflex* is the first 1-piece weatherstrip-balance unit to offer true counterbalance with *spiral sash balances*.

There is no practical substitute for the quality window with Caldwell Sash Balances or Spiraflex balance-weatherstrip combinations.

### THE CALDWELL GUARANTEE

All Caldwell Sash Balances are guaranteed to provide positive lifting power for the lifetime of the building. Backed by Caldwell's 69-year reputation for making quality products and standing behind them.

**CALDWELL TAPE BALANCES**  
for Residential, Commercial and Institutional Sash. Widest range of types and sizes of tape balances made.



**CALDWELL SPIREX**  
for Residential Windows. The spiral balance that can be adjusted easily and quickly, after installation.



### CALDWELL HELIX

for Commercial and Institutional Sash. The spiral balance specifically designed for heavy sash.



### THE SPIRAFLEX

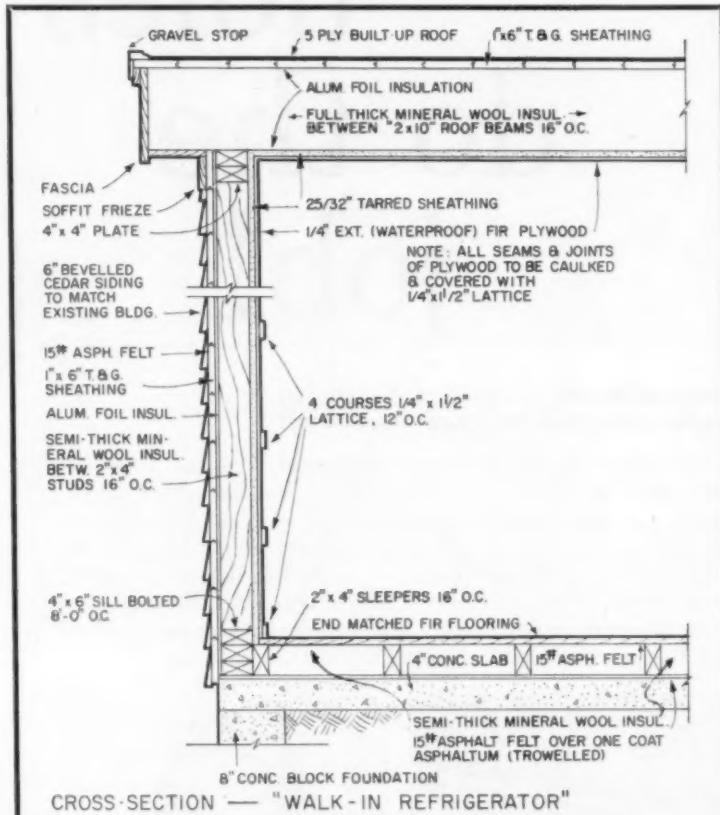
Combination weatherstrip-sash balance for Residential Windows. A superior 1-piece weatherstrip with spiral balances for true counterbalance. Factory assembled into a single unit.

For additional information or name of your Caldwell representative write to:

**CALDWELL MANUFACTURING COMPANY**  
68-C Commercial Street, Rochester 14, N. Y.

**CALDWELL**  
SASH BALANCES  
ROCHESTER, N. Y. • JACKSON, MISS.

## How to do it better



### Remodeling builder shows how he did it

The article on page 184 of the July issue of AMERICAN BUILDER regarding "walk-in refrigerators" was of great interest to me, since we were recently confronted with a problem similar to Mr. Goyette's. We were requested to submit sketches for a 16'x36' extension to a local grocery and meat market, the extension to include a 12'x16' walk-in-refrigerator. After checking on the capacity of the compressor unit which the owner had already purchased, we submitted our sketches with the enclosed detail on the refrigerator. The owner then had the layout checked with the compressor manufacturer. We received many compliments on the job

while it was under construction from the refrigeration people, salesmen, and delivery men. The owner now has the box loaded to capacity and is elated at the efficiency of its operation. Incidentally, the four courses of lattice along the bottom four feet of the walls were put in as an after-thought to prevent the owner from stacking cases tight against the wall, thereby eliminating circulation behind the case. Your fine magazine has given me many useful money-saving ideas. I hope that this one of mine will be some repayment.

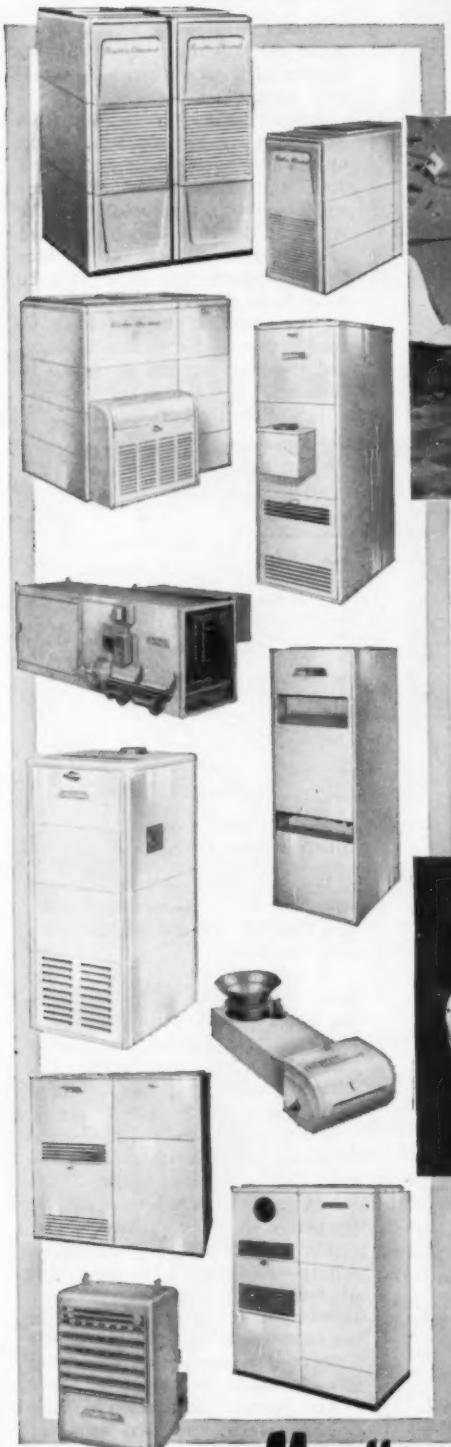
Robert A. Allen,

Rainbow Homes Inc.

East Patchogue, N. Y.

(Continued on page 182)

# Mueller Climatrol offers complete heating line for any home, any budget



Mueller Climatrol Traditional units first  
with quality features that help you sell



For every budget and every comfort requirement, either commercial or residential—Mueller Climatrol Traditional units stand out with features that make your homes "just a little better."

Up-draft design . . . free floating radiators . . . large, quiet blowers . . . rust-proofed steel casings . . . plus a specially designed burner for each unit — all these "extras" are Mueller Climatrol *standards*. What's more, cooling can be added to any Mueller Climatrol heating unit easily and at reasonable cost.

Most important, Mueller Climatrol units are backed by 100 years' experience and reputation for quality . . . enjoy top customer acceptance.

## Suburbanaire<sup>®</sup> line favored where cost must be considered along with quality



Mueller Climatrol has combined quality with economy in a complete line that's designed to give top comfort performance "on a budget."

In the Suburbanaire line are highboys, counter-flows, horizontal and gravity units—each in practical size ranges . . . each reflecting Mueller Climatrol's progress-pacing design throughout.

Make it a "real home" with brand-name heating equipment at low cost — Suburbanaire.

# Mueller Climatrol<sup>®</sup>

2021 W. Oklahoma Ave.  
Milwaukee 15, Wisconsin  
In Canada: 2490 Bloor Street,  
Toronto 9, Ontario

**MUELLER CLIMATROL BUILDER BRIEFS...**

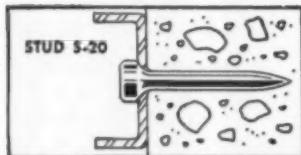


## Just one of 101 Stud Driver uses!



No outside power source required —

### Fasten lathing channel to concrete or steel in seconds with the Remington Stud Driver



Anchor metal channel quickly, more efficiently with the Stud Driver. Use a Remington S-20 Stud and a 22 caliber Power Load. Special Lathing Sections Guard shown in the photograph assures accurate, permanent fastening.

It's a cinch to anchor metal section to hardest work surfaces with the Stud Driver. This compact, cartridge-powered tool sets either  $\frac{1}{4}$ " or  $\frac{3}{8}$ " diameter metal studs in concrete or steel with a squeeze of the trigger! You can set up to six studs a minute, either size... and barrel change-over takes only 90 seconds, right on the job. Over 40 different Remington Studs to choose from, plus scientifically graded selection of 22 and 32 caliber Power Loads give the versatility needed for all light, medium and heavy-duty fastening.

**SAVE TIME AND EFFORT** on your construction jobs. The coupon brings a valuable free booklet that shows how and where to use the Stud Driver.

Industrial Sales Div., Dept. AB-10  
Remington Arms Company, Inc.  
Bridgeport 2, Conn.

Please send me your free booklet which shows how I can speed the job and save with the Stud Driver.

Name \_\_\_\_\_ Position \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_



## How to do it better...

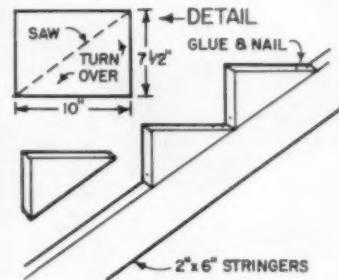
(Continued from page 180)

### Fitting thresholds

Here's an accurate way to determine just how much to cut off the bottom of a door when a threshold is to be installed under it.

Before the door is removed from its hinges, make matching marks on the edge of the door and on the door jamb. Then remove the door and install the threshold. Measure up from the top of the threshold to the reference marks on the door jamb. Measure this same distance down from the reference marks on the door itself. If the desired clearance is then added to this distance, and the door cut off, it should fit perfectly.

R. F. Mills, Fort Collins, Colo.



### Simple stair stringers

Here's a way of making stair stringers that can save both time and material, and requires no heavy mill machinery.

A pair of straight 2x6's, free from knots, should be selected as the basic timbers for the stringers. The steps are then made from short pieces of 2x8 as shown. The dressed width of a 2x8 is about  $7\frac{1}{2}$ ", just right for riser height.

While a good spiking job would probably be adequate to hold the step blocks to the timber, it is advisable to provide a safety factor by gluing them as well.

The glue should be of the plastic waterproof variety. The angle cut of the blocks must be absolutely smooth and straight, and fit smoothly and tightly against the timbers if a satisfactory glue joint is to be made.

To insure accuracy of the finished stairs, the two stringers should be set up and assembled side by side.

N. M. Pittman, Overton, Tex.

entirely new  
and wonderful way  
to enclose bathtubs  
and shower stalls



**New Folding Tub-Master Slides Smoothly, Quietly**  
for luxurious showering. Translucent doors let in plenty of light, keep out drafts. The bar that fastens enclosure forms a handy towel rack.

## sliding folding tub & shower doors!



**Tub-Master is Made With High-Impact Plastic.** Can't shatter...has no sharp corners to cut or scratch. Panels fit snugly into polished aluminum frame; won't warp or deteriorate.

**Tub-Master Folds Back and Stays Out Of The Way** for bathing children or washing bathtub. By-passes for easy entrance to tub; closes completely for shower. Dries immediately. Cleans like a breeze.



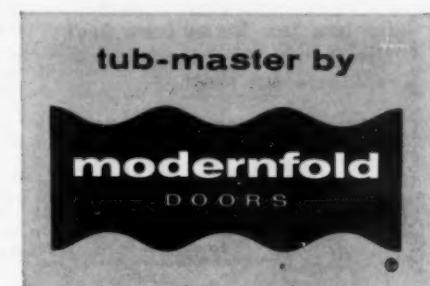
**The New Door for Shower Stalls** safe, easily cleaned and permanently beautiful.

**Cleaner than a shower curtain • Safer than glass • Lovelier than either!**

Now—a really exciting innovation to increase the saleability of your houses—the most convenient shower enclosures ever made! MODERNFOLD's new "Tub-Master" has every desirable feature that home-buyers want in custom-made shower enclosures; eliminates everything they don't want. (These photos just start the list!) And there's absolutely nothing else like it for glamorizing your bathrooms!

"Tub-Master" comes in beautiful decorator colors that go clear through—won't fade, mildew, chip, flake or peel. It increases the value of homes you

build...helps merchandise them. Call a MODERNFOLD Distributor; he's listed under "Doors" in the classified directory.



Fresh from big success in 1957, undisputed leader in booming swimming pool industry announces dynamic new program for 1958.

### DISTRIBUTORS

now being selected for new 1958  
Motel and Home

### Esther Williams

Swimming Pool Program—  
NOW IN MOTION!

### Big Profit Opportunities

right now in booming home and motel pool markets. Pool heaters and advanced design, all-concrete, simple construction bring year-round volume sales.



Coast to Coast NBC-TV program on 200 stations right now to sell pools during lush Fall selling season.

Millions spent on 1957 program in LIFE, BETTER HOMES & GARDENS, TV, RADIO, etc., provide springboard for more millions planned in 1958.

New Motel Program offers wide-open profit opportunities starting at once with fast sales to leads from our trade advertising and mailings.

**\$25,000 to \$250,000 Yearly Profit** potential from five-figure investment in self-liquidating inventory.

**Our New Year Started Labor Day!** Distributors being appointed at rapid rate. ACT NOW!

### ESTHER WILLIAMS SWIMMING POOLS

41 Court Street, White Plains, N. Y.

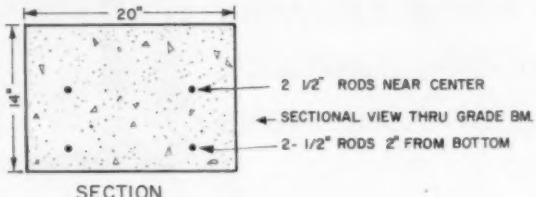


ESTHER WILLIAMS SWIMMING POOL UNITS

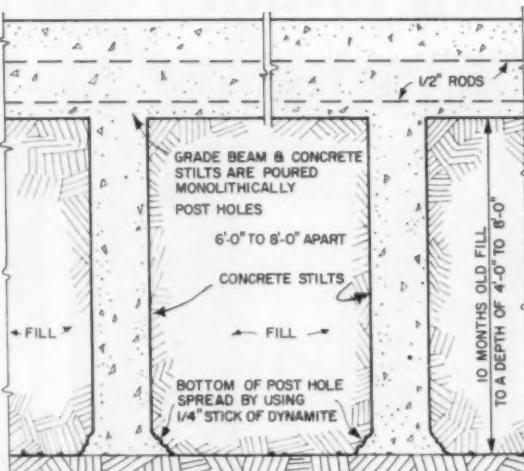
American  
Builder

TRAINING YOUR MEN

## Ask the experts . . .



SECTION



## How to use grade beams on fresh fill

**QUESTION:** Can't find any information on building a wall or footer on fresh fill.

A. Wingeier  
Lawtons, N.Y.

**ANSWER:** Saw the above question in this column in the July issue. Here's how I solved a similar problem. Six years ago I built 12 houses in an old swamp on a 10-month-old fill from 4' to 8' deep. The fill was not too steady and moved under heavy equipment. With much

trepidation I decided to go ahead and build on "stilts" and grade beams. Footings were about 20" wide and 14" deep with holes every 6' or 8' apart in the bottom of the footing ditch. The holes were dug from 4' to 8' deep, or to hard ground. Holes were dug with a post-hole digger. (For extra precaution, you could spread the hole with 1/4 stick of dynamite.)

B. D. Development Co.  
Bessemer, Ala.  
(Continued on page 186)

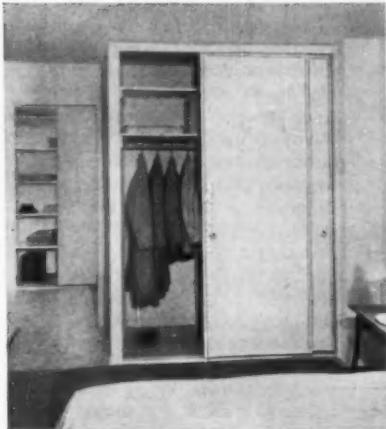
# IN INSTITUTIONAL BUILDINGS MULTI-APARTMENTS

## DORMITORIES - SCHOOLS

## HOUSING PROJECTS

**GLIDE-ALL** *Sliding Doors*

### are Specified for Spacious Living



Here GLIDE-ALL Sliding Doors provide decorative panels for the generous storage areas in the bedrooms and halls of this apartment—one of hundreds in the Lake Meadows Multi-apartment project in Chicago. Architects: Skidmore Owings & Merrill. Contractors: Turner Construction Co.



A compact wardrobe unit, one of hundreds in Butterfield Hall on the campus of Michigan State University. This is a typical example of GLIDE-ALL Door installations in many University dormitories across the country. Architect: Ralph R. Colder, Detroit, Michigan.



Wherever maximum closet space in a confined area is desirable, GLIDE-ALL Doors make it practical and economical—like in this example of a remodeled guest room in the Sheraton-Lincoln Hotel, Indianapolis, Indiana.

#### REASONS WHY:

**Provide More Storage Space** Where floor space is at a premium floor-to-ceiling GLIDE-ALL Sliding Doors provide the most accessible, easy-to-use storage facilities.

**Quality Appearance — Operation — Service** Modern design, durable construction and smooth operation are features of GLIDE-ALL Doors that appeal to architects and builders from coast-to-coast.

**Greater Economy** The simple installation of GLIDE-ALL Sliding Doors saves construction time and materi-

als—and the efficient production methods used in making them assures the lowest unit cost. On the job adjustment, for perfect, smooth, operation, is quick and simple and positive—an important factor where multiple installations must be efficient and trouble-free.

Whether your building plans require two or two thousand units of storage space, in any type rooms, you too will profit by specifying GLIDE-ALL Sliding Doors—in 8' floor-to-ceiling or standard 6'8" heights, from 36" to wall-to-wall widths.

*Get the complete details . . . see Sweets Files or write Plant nearest you.*

GLIDE-ALL DOORS ARE A PRODUCT OF

**WOODALL INDUSTRIES INC.**

DETROIT 34, MICHIGAN

CHICAGO, 3504 Oakton St., Skokie, Ill.  
EL MONTE, Calif., 801 West Valley Blvd.

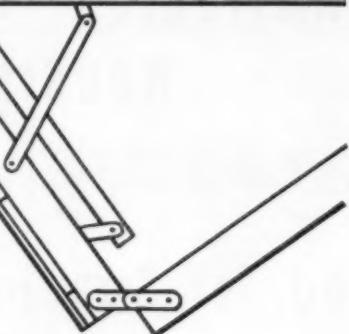
FRANKLIN, Ohio, P. O. Box 290

LAUREL, Miss., P. O. Box 673

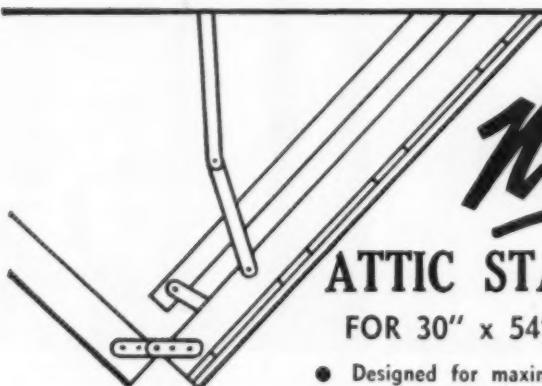
SANTA CLARA, Calif., 1020 Bayshore Blvd.

# 2 "BIG BOYS"

## PRECISION SUPER DELUXE



## SUPER SIMPLEX



**now**

## ATTIC STAIRWAYS FOR 30" x 54" OPENING

- Designed for maximum width installation with 16 O.C. ceiling joists. Simply

cut one joist, put in headers for rough opening. Both the Precision Super Deluxe and the Super Simplex attic stairways are big, heavy and sturdy. Treads are wider — Stringers are heavier. Now, storage of larger things in the attic is possible and it's easier to get things up and down.

**WRITE TODAY** or see your Precision dealer for information on these big, heavy attic stairways.

**PRECISION PARTS CORPORATION**  
400 AB North First Street

Please send me information on the Precision Super Deluxe and the Super Simplex folding attic stairways.

Name. \_\_\_\_\_

Address. \_\_\_\_\_

City. \_\_\_\_\_ Zone. \_\_\_\_\_ State. \_\_\_\_\_

Manufacturers of America's Most Complete Line of Disappearing Stairways.

## Ask the experts . . .

(Continued from page 184)

### Damp spot in cellar floor

**QUESTION:** After a heavy rain a black spot about 15'x15' shows up in the center of the cellar floor. We have drain tile inside the footings, a sump pump, and slag underneath the entire cellar floor. Is there any material that can be applied to this floor to hold down the dampness? If so, could asphalt tile be laid over this material?

Roland H. Cole  
Baltimore, Md.

**ANSWER:** Although you have drain tile and a sump pump in your house, your local drainage from under the floor is not proper. The drain tile may be clogged or at the best, only partially effective. Slag as a sub-grade is not as efficient as gravel, since it in time cakes and becomes somewhat impermeable.

To prevent this wetness on your slab, the drain tile should be rodded through to ascertain if any stoppage has been accumulated during or since your home construction. If this does not help, and you do not desire the expense of breaking up the floor and installing a permeable subgrade, a tile floor may be installed.

Another possibility that could have caused the trouble is that the contractor, in constructing your slab, may have started with a 4-inch thickness at the high point near the wall and then pitched the floor toward the center, losing thickness as he went. This is a common occurrence due to careless construction practice. You might cut a small hole through the slab to check this. If the slab is less than 4 inches thick, the shallow area should be reconstructed to this depth.

### Wants flashing compound

**QUESTION:** I am a general contractor and I have trouble with condensation under flashing. I have tried galvanized steel and aluminum. Is there something that can be applied on the cold side of flashing to prevent condensation?

T. Albert  
Dunsmuir, Calif.

**ANSWER:** We know of nothing that can be applied to flashing to prevent condensation. Attic fans and ventilating louvers (one foot of opening for each 300 sq. ft. area) are your best bet. If these fail, try using radiant heating cable.



*Thermo-Rite*

FIREPLACE  
ENCLOSURE

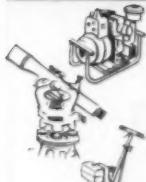
HEAT TEMPERED GLASS DOORS!  
BURN WOOD, COAL OR GAS!

- RADIATES HEAT EVENLY
- NO SMOKE
- NO SPARKS
- NO DRAFTS
- NO DIRT
- Sizes to fit any fireplace
- Tempered Glass GUARANTEED for one year
- WRITE for free colorful booklet . . .
- NO LOSS OF ROOM HEAT
- LOWERS FUEL BILLS
- YOU CONTROL FIRE
- NEW BEAUTY AND SAFETY

**THERMO-RITE** Manufacturing Co.

Akron 9, Ohio      Dept. AB-1057  
In Canada — 134 Hartzel, St. Catharines, Ont.

**NOW  
YOU CAN PAY-AS-YOU-BUILD**



New, modern power equipment like Generators, Power Trowels, Transit Levels — can be yours to USE while you take . . .

**UP TO 12 MONTHS TO PAY!**

**FREE!** Full details on the new Pay-As-You-Build plan that lets you pay for new power equipment while it makes profits for you! Send for your free copy of this booklet! Write today!



**Goldblatt**

**TOOL COMPANY**  
1912 WALNUT STREET • KANSAS CITY 8, MO.

*Made*

**\$900 IN SPARE TIME**

"I did very well last year with my Foley equipment, sharpening 950 saws in my spare time. About \$900 for me." Leo H. Mix

Carpenters make up to \$3 or \$5 an hour in Spare Time. With a Foley Automatic Saw Sharpener you can file hand, hand and circular saws better than the most expert hand filer. Cash business—no canvassing. No expense, no experience needed.

**FREE BOOK —**

**"MONEY MAKING FACTS"**

Shows just how you can start at home in spare time, with small investment, no overhead—and develop into a full-time repair shop. Send coupon today for this practical plan. No salesman will call.

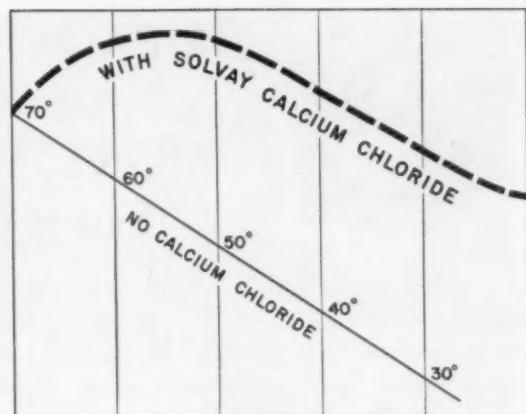
FOLEY MFG. CO., 1024-7 Foley Bldg., Minneapolis 18, Minn.  
Send FREE BOOK—"Money Making Facts"

Name \_\_\_\_\_

Address \_\_\_\_\_



3-DAY COMPRESSIVE STRENGTH\*



TEMPERATURE °F.

# HERE'S PROOF! SOLVAY CALCIUM CHLORIDE offsets low temperature strength losses in cold weather concrete

When temperatures drop, adding a low-cost 2% of SOLVAY Calcium Chloride to your mix can keep every operation, from finishing to form removal, on warm weather working schedule. At the same time, you can cut protection time as much as 50%.

3-day concrete containing calcium chloride is 222% stronger at 32°F., 182% stronger at 40°F., 141% stronger at 50°F. Comparable gains are produced at 1, 2 and 7 days.\*

In any season, SOLVAY Calcium Chloride gives you *better* concrete. It increases *both* early and ultimate strength. In addition, it permits reduction of water-cement ratio which results in denser, more moisture-and-wear-resistant concrete.

\*Data from Highway Research Board Proceedings.

**SOLVAY Calcium Chloride speeds but does not change the normal chemical action of portland cement.** impartial tests by the National Bureau of Standards prove its advantages in cold weather construction and concrete work. Its use in cold-weather concrete is recommended or approved by leading authorities, including American Concrete Institute and Portland Cement Association.

Write now for  
calcium chloride fact booklets

**SOLVAY PROCESS DIVISION**



ALLIED CHEMICAL & DYE CORPORATION

61 Broadway, New York 6, N. Y.

BRANCH SALES OFFICES:

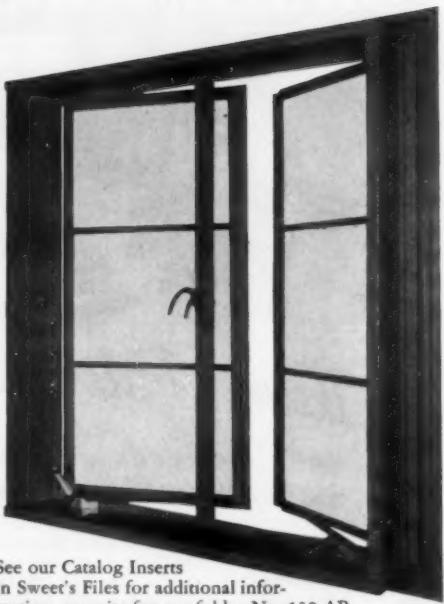
Boston • Charlotte • Chicago • Cincinnati • Cleveland • Detroit • Houston  
New Orleans • New York • Philadelphia • Pittsburgh • St. Louis • Syracuse





## IMPROVEMENT that adds MORE VALUE than it costs

► Replace old windows, or add new ones, with HOPE'S RESIDENCE CASEMENTS. Use Hope's Steel Combination Inside-Outside Trim to save both material, such as window stools, aprons, corner beads, moldings, and the labor of cutting and fitting. The result will be a handsome modern betterment that will make your customer's home obviously more valuable... justifying a higher sale price...and giving real satisfaction to the owner. At the same time you gain by the simplest and most economical installation, completing an entire window assembly in a rough opening in 15 minutes, reducing your labor cost, increasing your profit.



See our Catalog Inserts  
in Sweet's Files for additional information, or write for our folder No. 132-AB.

**HOPE'S** Since  
JAMESTOWN, N. Y. 1818

STEEL WINDOWS HAVE THE STRENGTH AND RIGIDITY THAT NO OTHER WINDOW CAN MATCH



## LESS WORK for You!

A Bilco Basement Door opens up the basement for modern living — gives your customers the usefulness and safety that only direct access can provide. All metal and permanent, a Bilco Door is your most powerful selling feature. Now with new Bilco Stair Stringers you can build the steps under Bilco Doors faster—and at  $\frac{1}{2}$  the cost of masonry steps. Formed steel stringers are slotted to receive 2" x 10" wood treads.



write to  
**THE BILCO CO.**  
Dept. 970B, New Haven, Conn.

BASEMENT DOORS · STAIR STRINGERS

## INSIDE-OUTSIDE METAL TRIM

## ABESTO PLASTER BOND

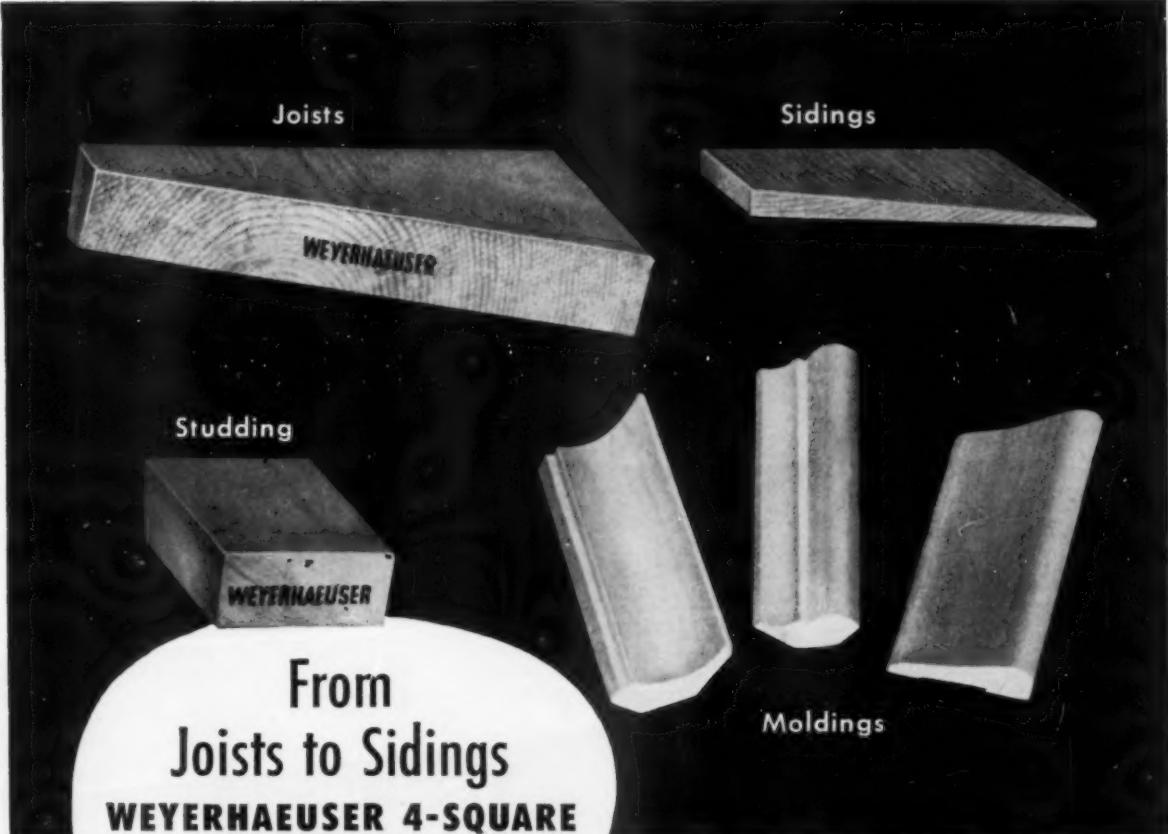
... the new material

- Bonds plaster directly to masonry walls
- Creates strong vapor-barrier between outer masonry wall and plaster coat
- Retains elasticity after curing to allow for expansion and contraction and so preserves plaster coat without cracks or breaks
- Handles easily and efficiently
- Bears the ABESTO SEAL OF QUALITY that insures value at reasonable prices



Another "HIDDEN VALUE" material for the contractor  
who builds and sells quality

**Abesto MANUFACTURING CORPORATION**  
Michigan City, Indiana



From  
Joists to Sidings  
**WEYERHAEUSER 4-SQUARE  
LUMBER PRODUCTS**

## Assure Satisfaction

Every builder knows that one of his best single business assets is his "stock" of satisfied customers. They serve you as good salesmen. Their recommendations provide one of your strongest selling forces... at no extra cost to you.

The sure way to deliver satisfaction is to build with top quality lumber products—and a dependable source of quality lumber is your Weyerhaeuser 4-Square Lumber Dealer. Shown here are just a few of the wide variety of Weyerhaeuser 4-Square Lumber Products for home, farm, and commercial construction. There is a grade and species for every use.

• **4-Square Kiln-Dried Dimension:** Studding and Joists—scientifically seasoned to provide uniform dimensional stability.

• **4-Square Kiln-Dried Sidings:** available in many patterns of durable Western species. These sidings give both beauty and lifetime economy.

• **4-Square Kiln-Dried Moldings:** precision manufactured in a choice of patterns to meet many design preferences.

Builders using Weyerhaeuser 4-Square Lumber and Building Products are continuously increasing their "stock" of satisfied customers—and volume of profitable sales.



**WEST COAST HEMLOCK**—one of the variety of species—is often called the "Ability Wood" because it is so versatile, serving dependably for framing and sheathing as well as for flooring, siding, molding, and other finish uses.

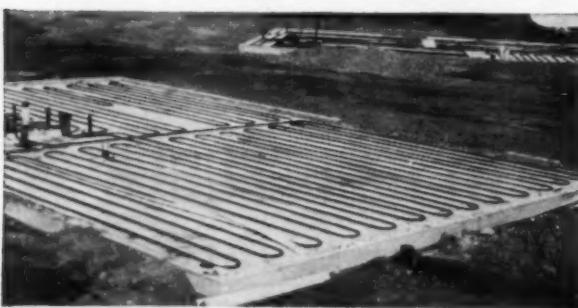
**WEYERHAEUSER**  
**4-SQUARE**

WEYERHAEUSER SALES COMPANY • ST. PAUL 1, MINNESOTA

# One thousand contemporary homes with truly "contemporary" steel pipe RADIANT PANEL HEATING



Welding joints of steel pipe on the job for Radiant panels.



Complete Radiant panels ready for testing.

Gone are the attics and cellars and the in-between-floor inadequacies of yesterday in today's home building . . . replaced by contemporary designs with refreshingly new concepts of comfort and livability. Implementing these changes are wonderful new materials, construction methods, home equipment . . . and "invisible" radiant panel heating systems so perfectly suited to the modern building concept.

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Reliable, durable steel pipe has been the choice of this builder for all radiant heating systems in these \$13,000 to \$35,000 homes . . . standard since his first highly successful steel pipe radiant heating installation in 1947.

Yes, *Steel Pipe is first choice* for radiant heating, snow melting, fire sprinkler systems, plumbing, power, steam and air transmission lines. In fact, it is the most widely used pipe in the world!

Write for the free 48 page color booklet "Radiant Panel Heating with Steel Pipe".

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## STEEL PIPE RESEARCH

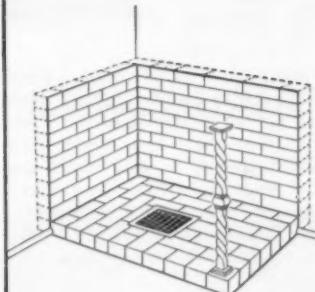
AMERICAN IRON AND STEEL INSTITUTE

150 East Forty-Second Street, New York 17, N.Y.

AMERICAN BUILDER

## A MASON TELLS WHY...

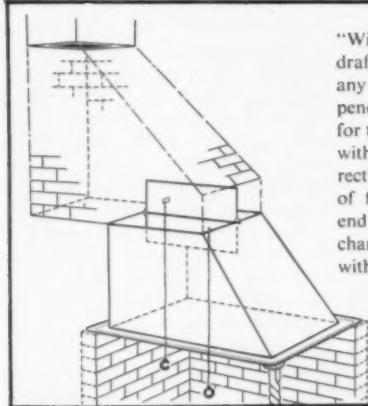
"THE ONLY CHOICE FOR  
UNUSUAL FIREPLACES IS THE  
*Beneform* UNIVERSAL DAMPER"



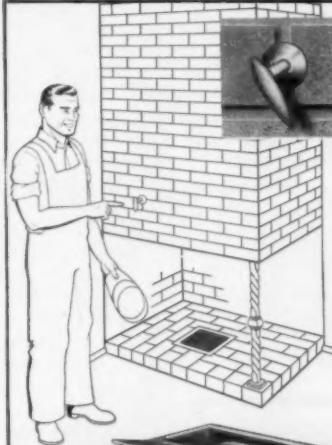
"These modern fireplaces . . . open on 2 or 3 sides, or sometimes all around . . . were a headache before I started using the Beneform Universal Damper. Beneform saves my time in many ways . . . and gives a perfect, smoke-free job every time. Start by setting the hearth; put post in position . . . and you're ready to go."



"Just set the Beneform on the brick, on two sides, and on corner post. Since Beneform has three straight sides, it's an easy matter to lay up brick. No lintel bars are necessary. Beneform's flange is 3½" wide, strong enough to carry any load. Masonry is laid right on the flange. No fancy, time-consuming brick-work here."



"With Beneform, the down draft shelf can be built at any of the four sides, depending on best location for the stack. Flue is offset, with down draft shelf directly below it, front edge of flue in line with back end of damper. Smoke chamber is sloped at 60°, with clearance provided for free opening of damper valve."



"That's about it . . . here is a truly beautiful fireplace that will give years of pleasure, with no smoke or draft worries for the homeowner—or me. Incidentally, I usually install the exclusive Rotary Control, because it operates easily and has little to get out of order. If you haven't tried Beneform, you are behind the times!"

### BENEFORM LETS YOU BUILD FASTER, BETTER, AT LOWER COST—

Beneform is the easy answer to the need for lower construction costs in *unusual* fireplace openings. It assures *low cost* and gives the strong, smoke-free draft so vital in unconventional fireplace design.

**BUILDS ALL 6 BASIC OPENING TYPES**—No matter which fireplace type you're building . . . projecting corner, 2-sided or 3-sided openings, open all around, opening in 2 rooms, etc. . . . Beneform will build it *better*, and at *lower cost*.

**SIX STOCK SIZES AVAILABLE**—from 26" x 26" up to 50" x 24". Complete specifications, prices and construction details furnished upon request.



SEE YOUR LOCAL BENNETT SUPPLIER . . .  
for the complete Bennett line, including Beneform Fireplace Forms, Ash Dumps, Dampers, Grilles, Grates, Lintels, etc. Write to Bennett Ireland Inc., Dept. C, Norwich, N. Y., for complete catalog.

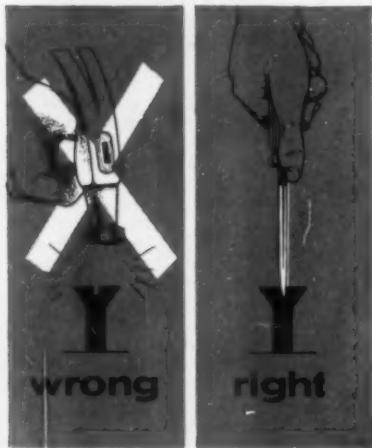
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Chartered in 1906

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Drive a Southern Screw right, and you've got holding power and permanence that is unequalled by any other fastener. Southern makes every screw it sells—from U. S. A.-made materials and by U. S. A.-people. You can't buy a better screw than Southern Screw!

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## American Builder

### KEEPING UP WITH THE LAW:

## State courts can't act where NLRB has jurisdiction



By JOHN F. McCARTHY  
Attorney-at-law

The National Labor Relations Act, perhaps better known as the Taft-Hartley Law, provides for the National Labor Relations Board and sets forth principles governing labor disputes within businesses or industries affecting interstate commerce. The United States Supreme Court has determined that this Act sets up the exclusive pattern for the regulation of labor relations within those industries under the jurisdiction of the Board. The Justices concluded that there could be no regulation for those industries under state statutes, even though such state statutes were consistent with the Taft-Hartley Law, or supplementary to it. (See *Garner et al. v. Teamster's Union*, 74 S. Ct. 161) Few exceptions to this rule have been allowed. One permits action by state or local courts where violence is imminent or has occurred. (See *United Automobile, Aircraft and Agricultural Implement Workers of America v. Wisconsin Employment Relations Board and Kohler Co.*, 76 S. Ct. 794)

The National Labor Relations Board has listed those industries with respect to which it will exercise its jurisdiction. The Board's standards generally have reference to the size of the industry or the amount of interstate business which it does, either directly or indirectly. Most labor disputes between building construction employers in an area and their workers will come within the standards of the Board, and thus may be subjected to its action. Some, however, may not. Many disputes between individual employers and their workers will not.

The question thus arises of the status of employers and employees, and of their labor disputes, where the industry, or particular segment thereof, affects interstate commerce but is not one over which the

National Labor Relations Board will exercise its jurisdiction. Here, the United States Supreme Court has ruled that, even under these circumstances, a state court may not intervene. (See *San Diego Building Trade Council et al. vs. J. S. Garmon, et al.*, 77 S. Ct. 607)

That case involved two retail lumber yards in San Diego, California. They purchased more than \$250,000 of materials a year outside California for resale in and around San Diego. The Union asked them to sign a contract which included a provision for the maintenance of a union shop. They refused on the ground that such a provision would be in violation of the National Labor Relations Act inasmuch as the Union had not been selected as the bargaining agent for a majority of their employees. At that point, the Union commenced peaceful picketing. Thereupon, the lumber yards pursued two courses of action. They filed a petition with the National Labor Relations Board, and a suit for injunction in the California courts. The Board dismissed the petition on the ground that the business of the yards was not sufficiently large to warrant its undertaking action with respect to the case. The California Court granted the injunction.

The United States Supreme Court reversed the decision of the California Court. It held that the business of the yards affected interstate commerce, and that their labor disputes were subject exclusively to the jurisdiction of the National Labor Relations Board. It indicated that the refusal of the Board to act was immaterial. If this decision is followed and the standards of the Board are not revised, either voluntarily or pursuant to direction of the Congress or the Supreme Court, a no-man's land will exist in which labor disputes will not be acted on by the Board, and may not be acted on by the state courts.

# Selling works like this... when you get the kingpin!

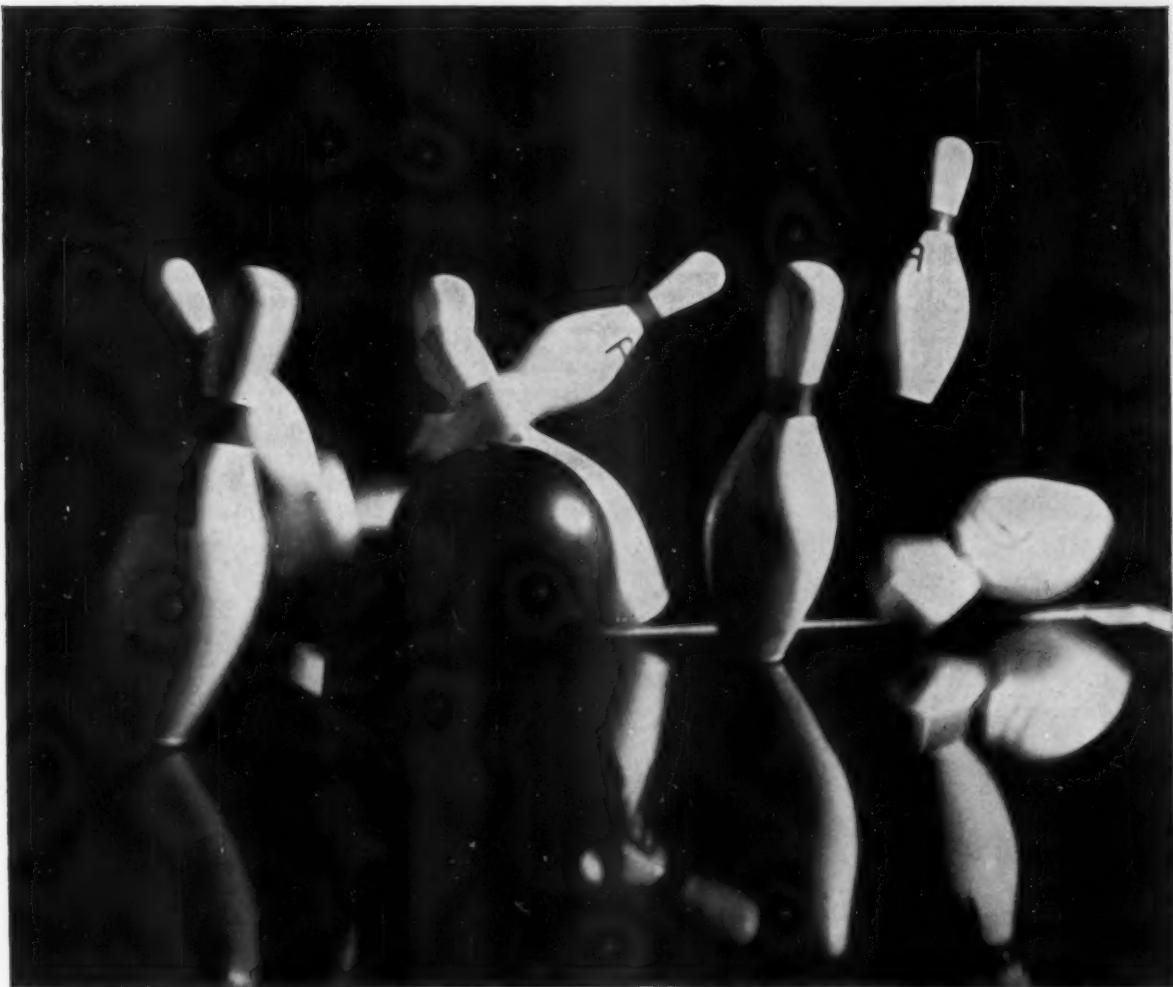
Most builders know the value of key home-buying customers. They're the people who set the living trends and buying habits. They influence the others around them. That's why they're so highly prized as customers.

National advertisers have been trying to woo and win these same people for you for years. But, up till now, nobody knew for sure how to influence a large concentration of them in every community.

Now, one of the most highly respected research men, Alfred Politz,

has discovered how **INFLUENTIALS** can be reached through *one* magazine. His recent study shows that 8 out of 10 of the millions of Post readers recommend or talk about things they see in the Post to other millions around them.

"There are thousands of **POST-INFLUENTIALS** in every community who use and talk about products advertised in The Saturday Evening Post, and, therefore, they are helping you, Mr. Builder, sell houses in which you have Post-advertised products."



The Saturday Evening  
**POST**  
A CURTIS MAGAZINE

Sells the **POST**  **INFLUENTIAL**  
-the mass market of active influence

## Convention calendar . . .

**Oct. 4-5:** HBA of Fairfield County, 2 Taylor Place, Westport, Conn. First all-state builder's convention; Stratfield Hotel, Bridgeport. Martin J. Ryan, chairman.

**Oct. 6-13:** Mid-Florida Assn. of Home Builders, Orlando, Fla. Parade of Homes; Dover Shores. W. S. Jenkins, chairman.

**Oct. 13-20:** Arkansas HBA, Suite C, 206A Louisiana, Little Rock, Ark. Parade of Homes. Deborah Ebbing, chairman.

**Oct. 15:** HBA of Memphis, 2440 Central Ave., Memphis 4, Tenn. Builders-dinner meeting; Country Club. Jack Renshaw, chairman.

**Oct. 17-19:** New York State HBA, 44

Howard Street, Albany, N. Y. Annual convention; Concord Hotel, Kiamesha Lake, N. Y. Joseph F. Degnan, chairman.

**Oct. 17-26:** HBA of Sabine Area, 2462 Calder Ave., Beaumont, Tex. Home show; Texas State Fair Grounds. Joseph S. Trum, chairman.

**Oct. 18:** HBA of Maryland, 7 E. Lexington St., Baltimore 2, Md. Annual charity dance; Sheraton-Belvedere Hotel. Jack B. Candler, chairman.

**Oct. 20-24:** Norman HBA, 510 West Comanche, Norman, Okla. Home show; Cleveland County Fair Bldg. Ben McElhaney & W. T. Jameson, co-chairmen.

**Oct. 23-27:** HBA of the Rio Grande Valley, P. O. Box 1465, Harlingen, Tex. Home show; Municipal Auditorium, Brownsville, Tex. Bob Coffen, chairman.

**Oct. 24-26:** Contractors & Builders Assn. of Pinellas County, 800 49th St., N., St. Petersburg 10, Fla. State convention; Sorenson Hotel, St. Petersburg. E. W. Rowe, convention director.

**Oct. 24-26:** HBA of Georgia, 801 Rhodes-Haverty Bldg., Atlanta, Ga. Convention; General Oglethorpe Hotel, Savannah. Cecil H. Mason, chairman.

**Oct. 27-Nov. 3:** HBA of Greater Kansas City, 4638 J. C. Nichols Parkway, Kansas City, Mo. Parade of Homes. Leo D. Mullin, chairman.

**Oct. 31-Nov. 1:** Oklahoma State Builders Convention. Tulsa HBA, 5909 E. 15th St., is host city. Charles N. McKinney, chairman.

**Nov. 5-12:** HBA of Westchester, 151 E. Post Road, White Plains, N. Y. Home show; Westchester County Center. Geo. A. Frank, chairman.

**Nov. 6-10:** New Jersey HBA, Military Park Hotel, 16 Park Place, Newark 2, N. J. Annual convention; Claridge Hotel, Atlantic City. John S. Wright, chairman.

**Nov. 7-10:** Midwest Housing Conference, 1750 Hennepin Ave., Minneapolis, Minn. Leamington Hotel, Minneapolis. L. W. Nelson, chairman.

**Nov. 12-13:** HBA of Indiana, 1456 N. Delaware St., Indianapolis, Ind. Annual convention; Severin Hotel. Joseph W. Van Briggle, chairman.

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Formed steel or cast-iron dampers designed with the mason in mind. Steel dome dampers for multi-opening fireplaces. All heavy construction, easy to install and operate.

### CIRCULATOR FIREPLACE



A heat circulating fireplace that serves as a masonry form. Expedited building, assures perfect operation. Full smoke dome. Exclusive Radiant Blades!

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Complete indoor disposal of burnable trash and garbage. A full line from low-cost fuelless models to approved fuelled units.

### INDOOR or OUTDOOR BARBECUE UNITS



All-metal barbecue units, in a range of styles and sizes for outdoor or indoor custom-designed installations.

a MUST...  in every modern HOME!

**the MOSLEY  
Television Lead-in  
Wall Plate Socket!**

Now—more than ever, MOSLEY AC/TV Wall Plate Sockets are a *true necessity* in today's modern home building!

Complete mobility of TV set assures the buyer of versatile arrangement of furnishings in the new home!

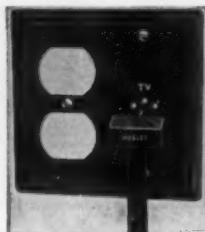
MOSLEY Wall Plate Sockets permit plug-in connection of TV set to antenna in several locations throughout the home. *Any room can become a TV room...*

Decor styling and low cost assure you sales appeal that will turn a *prospect* into a *buyer!*



• Low Cost! • Easily installed to meet electrical codes! • Decor styling to harmonize with existing wall plates! • TV engineered for efficient performance!

MOSLEY TV Wiring accessories are available coast-to-coast. Write for name of your nearest supplier.



Type AC-1PK.  
List Price \$1.87

Single TV socket for one antenna lead-in & matching plate for double convenience outlet. Complete with TV plug. In brown or ivory. Other types available.



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Back Into Case!**

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\$1.89  
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YOU CAN INSTALL  
**HYDROGUARD®**  
IN ALL YOUR HOMES...

**NO MATTER WHAT PRICE RANGE  
YOU BUILD IN!**

Hydroguard, the *thermostatic* control for tubs and showers, offers your customers more safety, comfort and style... and offers you a feature that will help you sell your homes faster! Hydroguard's single dial thermostatic action holds water temperatures steady—no sudden jets of hot or icy water, regardless of temperature or pressure fluctuation in the water supply.

Your best prospects have seen Hydroguard advertised in leading magazines—*Time*, *House & Garden*, *House Beautiful*, *Living for Young Homemakers*. Perhaps they have seen it installed in one of the 23 Electri-Living Homes, the 1956 House of Ideas, Research House 1956, or one of the other trend-setters. Join the trend to Hydroguard... write for complete information.

**IF YOU SELL HOMES FROM A PROTOTYPE MODEL, WE HAVE A SPECIAL OFFER FOR YOU. Write directly to:**

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Dept. 1057, Skokie 19, Ill.



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Quality-minded buyers recognize nationally advertised products as an important standard of value. In pumps and water systems, Myers is the name they know best. A long-standing, consistent program of national advertising for more than 80 years has established Myers as a quality name with more than three generations of home buyers.

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You can cash in on this buyer confidence in the Myers name by making certain that your new homes beyond city water mains are equipped with Myers quality pumps, water systems and conditioners.



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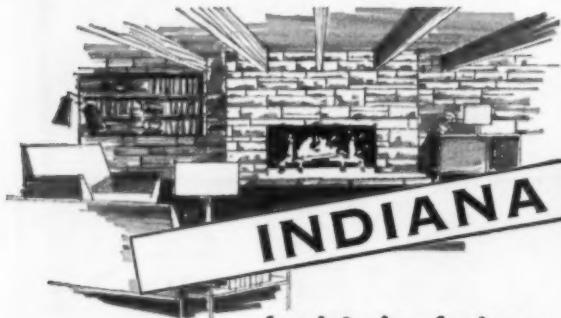
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**for interior features**

**that sell homes** — A planter, fireplace, or interior wall of Indiana Limestone adds sales value far beyond its cost. And you get maximum benefit when you stress the origin of this nationally famous, permanent building material.

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**increases your profits** — This is the

random ashlar that lays up fast — creates an impressive, natural beauty that's difficult or impossible to attain with other materials. Used on one or more elevations, it's the answer to rapid construction of higher profit, prestige homes.

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PLASTER AND  
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5 sizes 2 to 12 Cu. Ft.  
Electric or gasoline.  
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Low price, low maintenance cost and high output are combined in Muller Machines. Three major factors contribute to these qualities—seasoned experience (fifty years), specialization, and careful selection of materials and parts.

Ask for prices and name of local dealer.

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... THE BIG YEAR

FOR YOU!

Colonials, contemporaries, split-levels, ranch-types, new L-shaped four-bedroomers... the big new Best Mid-American line of 1958 homes offers the profit-minded builder more sales appeal than ever before available in the prefabrication field! Best Homes go up fast... you know your costs to the dollar beforehand. And Best helps you build profits by aiding in land planning and financing... helping you plan and execute hard-hitting local sales promotion, publicity and advertising.

The whole profit-picture is waiting for Mid-America builders in the new Best Dealer fact kit. Use coupon below to send for yours today!



This striking new Best Colonial Styling is one of many designs created for the 1958 home market by Best.

# 1958

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BIG CHIEF, 10' only  
\$3.25, 12'—\$3.50

The BIG CHIEF's wide  
¾" white blade stays rigid  
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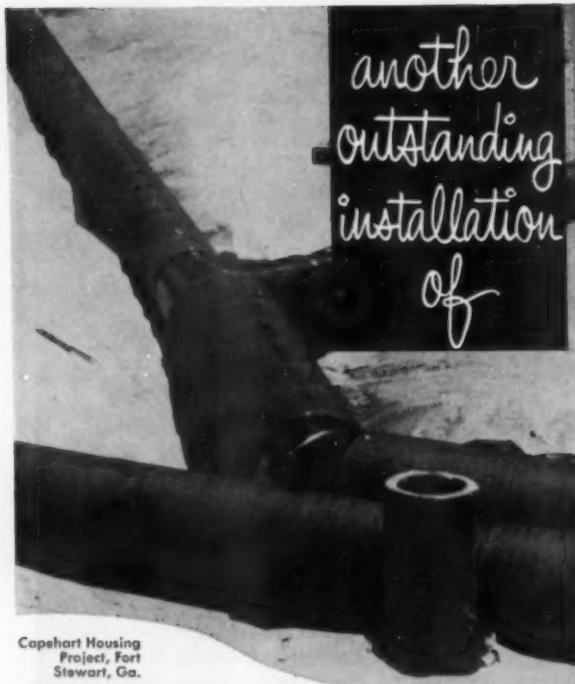
And just look at all the other features  
you get in DISSTON-CARLSON BIG CHIEF  
Steel Tape Rules!

- Jet black numerals on a gleaming white surface for at-a-glance reading.
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Economical SONOCO Sonoairduct Fibre Duct can save you installation time and money in loop and radial perimeter heating systems. Performance proven by over six years use by leading contractors, builders and architects!

SONOCO Fibre Duct is lightweight, easy to handle and levels quickly. Aluminum foil lined. 23 sizes—2" to 36" I.D., up to 50' long. Can be sawed to exact lengths on the job. FREE installation manual available upon request.

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1119

### QUANTITY MATERIALS LIST

(Continued from page 95)

House Area	Frame	Ranch House 1,910 sq. ft.
<b>CONCRETE WORK</b>		
Location	Actual	Actual + 5%
Foundation Footing	720 cu. ft.	
Foundation Walls	462 cu. ft.	
Duct Casing	176 cu. ft.	
Interior Wall Footings	342 cu. ft.	
Slab	1,114 cu. ft.	
	2,814 cu. ft.	
		2,955 cu. ft. or 110 cu. yds.

### BRICKWORK AND MASONRY ACCESSORIES

Location	Description	Amount
Slab Reinforcement	6x6 #10/10 CA	3,340 sq. ft.
Reinf. Steel in Footing	1/2 Barb	720 lin. ft.
Garden Wall	8" Brick	504 sq. ft.
Wall	8" Brick	464 sq. ft.
Brick Screen	8" Brick	432 sq. ft.

### METAL ACCESSORIES

Location	Description	Amount
Posts	Steel Plate & Dowel	10 sets

Note: Miscellaneous bolts are to be used as determined by the construction required by the aluminum panels and also to meet the requirements of the local codes.

### TILE WORK

Location	Description	Amount
Walls	Ceramic	176 sq. ft.
Floors	Ceramic	60 sq. ft.

### DRY WALL

Location	Size	Amount
Wall Covering	approx. 2,376 sq. ft.	

### FRAMING LUMBER

Location	Size	Piece	Lin. Ft.	B.F.M.
Sill	2 x 6	—	250	250
Studs	2 x 4	250/8	2,000	1,333
Plates	2 x 4	—	600	400
Wood Column	4 x 6	10/10	100	200
Girder	4 x 8	—	400	1,065
Ridge Board	2 x 8	—	100	134
Door Framing	2 x 6	50/8	400	400
Rafters	2 x 6	88/18	1,584	1,584

Note: Roof construction may vary depending upon the type of covering and rafter construction. If aluminum extrusion is used, substitute aluminum purlins for wood rafters.

### SHEATHING, SIDING, ROOFING, INSULATION, ETC.

Location	Description	Actual	Actual + 10%
Floor	Carpet or Asphalt		
Roof Sheathing	3/8" W.P. Plywood	1,900 sq. ft.	2,090 sq. ft.
Roofing	55# Felt	3,600 sq. ft.	3,960 sq. ft.
Siding	Amidized Pattern	3,600 sq. ft.	3,960 sq. ft.
Wall Insulation	2" Batt	450 sq. ft.	495 sq. ft.
Aluminum Grill	2'0" x 6'0"	600 sq. ft.	660 sq. ft.
Aluminum Roof Housing		14 pieces	14 pieces
Kitchen	Linoleum	1 piece	1 piece
Kitchen	W.P. Plywood	96 sq. ft.	106 sq. ft.
Air Diffuser	Metal	96 sq. ft.	106 sq. ft.
Termite Shield	Aluminum Extrusion	100 lin. ft.	110 lin. ft.
Roof Crown	Aluminum Extrusion	180 lin. ft.	198 lin. ft.

Note: The waste factor is determined by the type of material used and the method of installation.

### MILLWORK

Exterior Trim	Description	Amount
Location	1 x 10	280 lin. ft.
Fascia	W.P. Plywood	1,100 sq. ft.
Soffit		
Interior Trim	Description	Amount
Location		
Base	1 x 4	240 lin. ft.
Cl. Pole	1 1/2" Diam.	38 lin. ft.
Pole Sockets	Wood	7 pair
Cleats	1 x 3	35 lin. ft.
Hook Strip	1 x 4	70 lin. ft.
Shelving	1 x 12	110 lin. ft.

(Continued on page 200)

# Can your customers wash dishes with a price tag?

Your prospects know why KitchenAid is the finest made...why there is a difference in price—in performance—in results! They judge you by what you put into your homes—by the appliances you put in the kitchen.

A built-in KitchenAid dishwasher says: "Quality Home"...and it *does* make a difference to home buyers to know that you haven't sacrificed quality for price.

No other dishwasher has the new Timed Spray Cycle that "warms up" tableware and dishwasher interior, clears plumbing lines of cold water before the wash action starts. No other dishwasher has the large revolving wash arm with perfectly positioned, non-clogging orifices to cover every inch of the wash chamber; power washing and rinsing with water far hotter than hands can stand.

Exclusive dual strainer system prevents food particles from being sprayed back on tableware. Everything comes out hospital-clean.

KitchenAid is the only home dishwasher with separate motor and blower fan for complete, sparkling, sanitary drying.

KitchenAid is engineered to do a job—not scaled down to meet a price. Dealer records show it does the job—with less than 1% service calls. Easiest to install in either gravity or automatic pump-drain styles, the seven KitchenAid models offer one that is exactly right for any type of home construction.

A built-in KitchenAid with a white enamel, rich antique copper, or stainless steel front will add sales appeal to the homes you build. Or, fronts can be supplied in color on special order. Check Sweet's Architectural File for specifications or write KitchenAid Home Dishwasher Division, The Hobart Manufacturing Co., Dept. KAB, Troy, Ohio. In Canada: 175 George St., Toronto 2.



## KitchenAid®

The Finest Made... by



The World's Largest Manufacturer of Food, Kitchen and Dishwashing Machines

# "Building line squeeze a breeze for my Berger convertible"



says A. E. Freed,  
Homestead Construction Co.,  
White Plains, New York

"We constructed this one-family house on a particularly narrow lot and zoning regulations left no margin for error on the side yards. But my new Berger Convertible hit it 'on the button'—just as it has on all our jobs. We use our Berger to stake out the foundation, check the footing level, set up grade lines, check grade levels for septic tank systems and many other jobs. I find the Berger particularly easy to set up. It's a fact that our accuracy in measuring and our savings on labor have long since paid for its cost."

That's because the Berger Convertible is built for *builders*. The new, ultra-sharp 22 power 10½" erecting internal focusing telescope gives you a crisp, clear image over long sights as well as at distances as close as three feet. Rugged brass and bronze construction—dust protected leveling, clamp and tangent screws—it takes the bumps in the field and stays on the job without time lost for repair.

## Why the new Berger Convertible with 3-ft. short focus is the best buy... *Compare*

TELESCOPE:	Short focus 3 feet; bronze; erect image; power 22 diameters; diameter of objective 35 mm.
OPTICS:	Coated—brilliant, clear image
FOOT PLATE:	Forged brass; trivet integral
YOKE FRAME:	Cast bronze
HORIZONTAL CIRCLE:	Forged brass, with double vernier reading to five minutes
VERTICAL ARC:	With double vernier reading to five minutes
LEVELING BASE:	Four screws; nickel silver leveling screws with cold and heat-resistant heads
SPINDLE:	Forged steel
SHIFTING PIECE:	Forged brass; to shift instrument without resetting tripod
POSITIVE LOCKING MECHANISM:	Converts instrument from transit to level with ease and speed and stays in adjustment at all positions
PLATE LEVEL:	In addition to telescope vial; for easier, better leveling control
CASE:	Mahogany transit case
TRIPOD:	Straight grained, kiln dried white ash

*Instruction manual for layout and instrument use.*  
Instrument, complete with mahogany transit case, tripod,  
plumb bob, sun shade... \$219\*.

Write for literature on the Berger Convertible, our 12" Dumpy Level, Service Transit-Level and Duplex Level. And ask about our Engineers' Transits and Levels.

C. L. Berger & Sons, Inc., 47 Williams St., Boston 19, Mass.  
\*F.O.B. Factory.

THE BEST IN SIGHT IS

**BERGER**  
ENGINEERING AND SURVEYING INSTRUMENTS... SINCE 1871

## QUANTITY MATERIALS LIST

(Continued from page 198)

### DOOR SCHEDULE

Description		Amount
Exterior Doors	Flush Aluminum	4
Size		
3'0" x 6'8"		6
Interior Doors		
2'4" x 6'8"		10
3'0" x 6'8"		8
2'6" x 6'8"		
Sliding Doors		
2'0" x 6'8"	Glass	24
	Total	52

Note: All doors are to be ordered from the door schedule complete to include doors, door frames, trim, sashes, stops etc.

### WINDOW SCHEDULE

Description		Amount
Size		
(6'6" x 1'0") + (2'0" x 1'0")	gang of 2	2
Special cut triangular glass at Cable		7
	Total	9

Note: Glass and window frames in this plan are special millwork and should be set up and sized at the local mill.

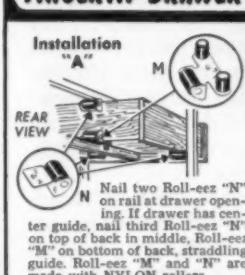
### KITCHEN CABINETS

Description		Amount
Location		
Counter	12'3" x 3'0" x 2'0"	1
Hangers	12'3" x 3'0" x 1'0"	2
	Total	3

Note: All counters are to be ordered complete with Formica Top and Back Splash.

Material breakdown prepared by Joseph Steinberg, professor, and Martin Stempel, associate professor, Construction Technology Dept., New York City Community College.

## FINGERTIP DRAWER OPERATION



For Only **26<sup>4</sup>/10<sup>c</sup>**  
PER DRAWER  
(Cost of One Roll-ez "A" Set in Bulk to Cabinet and Fixture Manufacturers)

**Roll-ez**  
Trade Mark  
ROLLER BEARINGS FOR  
WOODEN DRAWERS

Quick, easy to install, Roll-ez performance compares with high priced slides—yet you figure the cost in fractions! Made with perfectly molded NYLON rollers mounted on steel frames, they eliminate friction of wood-against-wood and keep drawers in alignment. Complaints, "call-backs" due to drawers sticking and binding are a thing of the past!

**JUNIOR-PRO PRODUCTS CO., 118 E. Marceau St., St. Louis 11, Mo.**

**TRANSMIX**  
UTILITY MIXER

FOR THE "ONE TIME"  
OR REGULAR  
USER!



- Mixes while transporting
- Dumps hydraulically
- Attaches in minutes
- No holes to bore
- No gears

**UNCONDITIONAL  
GUARANTEE!**

**UNIVERSAL PULLEYS COMPANY**  
339 N. Mosley, Wichita, Kansas



# Rō-Way...

*the Door of Opportunity to the remodeling boom*

Residential remodeling is sweeping the country to the tune of 10 billion dollars yearly. And plenty of that is being spent on garages.

Home improvement is the keynote, so deluxe features predominate—but make no mistake, home owners demand *value*, too. Quality . . . convenience . . . value—all features you find in Ro-Way overhead type garage doors.

From the long line of Ro-Way styles and sizes, you select standard or decorative panels to please any taste. You have more freedom of design, too, with Ro-Way models to meet almost any headroom requirement.

You can accent convenience with Rowe's push-button or remote-control electric operators, or promise effortless manual operation. Either way you're sure of smooth performance, long life and gracious beauty.

Capitalize on this booming remodeling trend. Recommend a *modern* garage and specify a Ro-Way door. See your Ro-Way distributor or write for full details.

*Beautiful, kiln-dried millwork. Rust-proof heavy-gauge hardware. Taper-Tite track and Seal-A-Matic hinges for weather-proof closing. Ball bearing rollers. Perfectly balanced Power-Metered springs. Quality construction throughout.*

SEE OUR CATALOG  
IN SWEET'S  
ARCHITECTURAL  
FILE  
OR WRITE FOR COPY

**there's a Rō-WAY for every Doorway!**

RESIDENTIAL • COMMERCIAL • INDUSTRIAL

**ROWE MANUFACTURING COMPANY**  
788 Holton Street • Galesburg, Illinois



# Carlton ... EVERYTHING

## THE HOME OWNER HAS ALWAYS WANTED IN A SINK

All over America people planning to build or remodel, now insist on Carlton Stainless Steel Sinks for their kitchens. Why? Because Carlton Stainless Steel Sinks include *all* the features yearned for by generations of housewives—the ones who actually use the sink. Because Carlton Stainless Steel Sinks offer everlasting beauty (not one has ever worn out) and a built-in efficiency that now makes sink chores almost fun.



**For the Home Bar**  
New Carlton size and design. Single or double compartment to occupy smaller counter space. Ideal for home bars, also professional offices and laboratories.

### CARLTON—a kitchen luxury priced for all homes

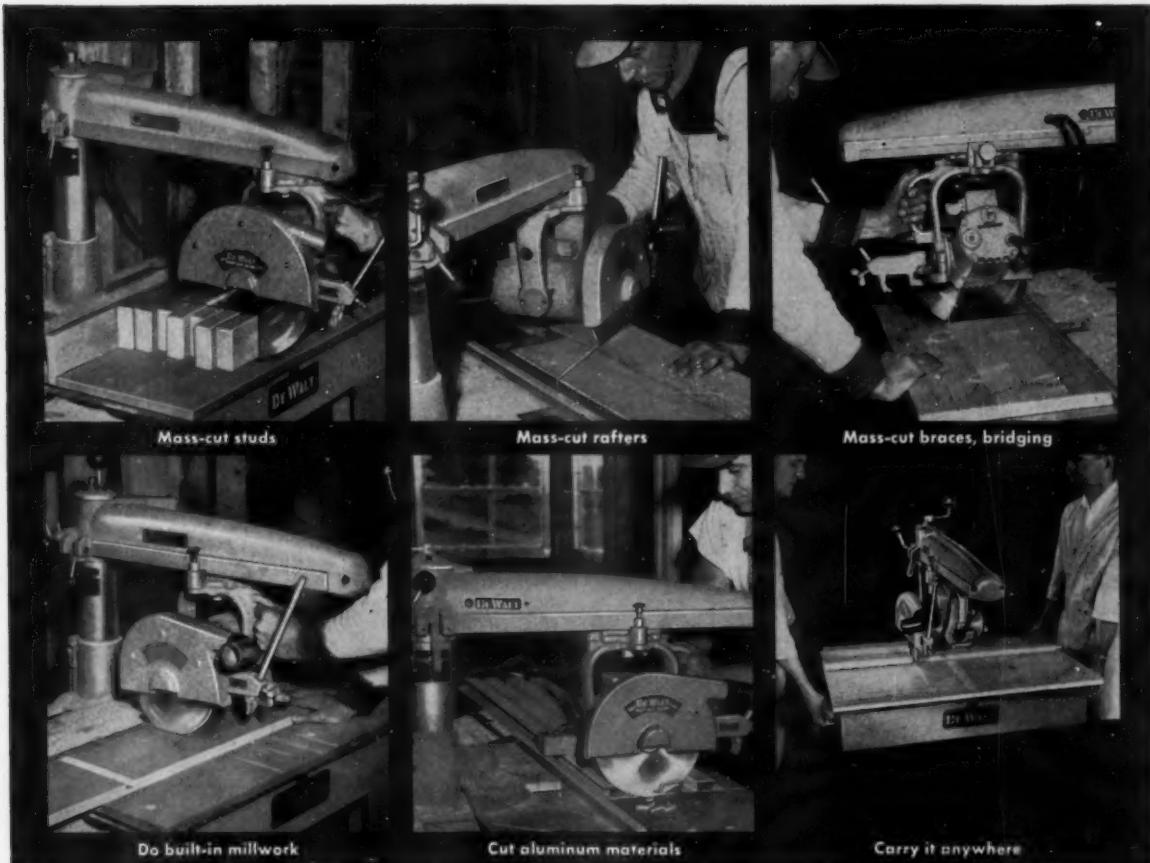
Modern mass production now lets you offer this "Cadillac" among sinks at prices that compare with ordinary enameled sinks. Exclusive Carlton extras can be offered to your customers at no extra cost. Carlton's sparkle finish gleams like pure silver, actually improves with use and blends with every color scheme. A Carlton Sink is as easy to keep spotlessly clean as washing a glass, will never rust, never

chip, never stain, never discolor. Carlton Stainless Steel Sinks are made in all standard sizes, single or double bowls, to fit easily into any modern kitchen plan. No custom fitting is required. Distributed by Wholesalers of Quality Plumbing Fixtures Coast to Coast. Write today for Illustrated Catalog 215 and the name of our nearest distributor. SINK DIVISION, Carrollton Mfg. Co., Carrollton, Ohio.



The bright spot in your kitchen

**CARLTON**  
STAINLESS STEEL  
SINKS



Frame 6 to 8 times faster—finish weeks earlier

## AMF DE WALT OUT-CUTS HAND SAWS ALL WAYS!

### See your local Franchised Dealer for the proof!

**CUTS FASTER**—An AMF DeWalt® Power Saw *gang-cuts* studs, headers, and braces—as many as seven 2 x 4's at one pass. Gives straight-line materials handling...sets up for mass-production cutting on the job site. Powerful direct-drive motor handles *all* cuts with *ease*. One operator keeps a *dozen or more* carpenters busy nailing.

**CUTS STRAIGHTER, MORE ACCURATELY**—DeWalt automatically gives perfect accuracy every time—allows repeated cuts from the same marking. Easy-to-read scales and quick-set adjustments eliminate need for special guides and other devices—provide machine-tool accuracy on every cut.

**CUTS SAFER**—Never any danger of a dropped saw with a DeWalt. Blade and motor are always securely and safely positioned on DeWalt's mechanical arm. All work travels straight on level table. Exclusive DeWalt features like Safety Key Switch, Power Brake, and Spir'Ator Safety Return increase safety still further. Statistics prove the original DeWalt design the safest of all.

**CUTS EASIER, PRODUCES MORE**—There's no weight to hold

with a DeWalt, no need to guide or fight the saw. Operator simply pulls saw across work. All controls are top-side for fast, easy set-ups. Operators everywhere *prefer* an AMF DeWalt.

**CUTS LONGER, WITHOUT MAINTENANCE**—Powerful DeWalt direct-drive motors are sealed for life—require no lubrication or maintenance. No "time-out" as with other power tools. Heavy-duty precision construction *keeps* DeWalt cutting, making money for you.

**MAKES ANY TYPE OF CUT**—A DeWalt gives you a *complete planing mill on the job*. Does everything from framing to built-ins and other extras that help sell houses...mean extra profits for you. Use it outside or inside—carries easily through doorways, sets up anywhere you need it.

**PUT THESE ADVANTAGES TO WORK FOR YOU!** Model GW just \$395 on Easi-Payment Plan. See a demonstration at your local DeWalt Franchised Dealer. **FREE BOOKLET—JOB-TESTED METHODS FOR CUTTING CUTTING COST.** Valuable new operator's book—*Easy Ways to Expert Woodworking*—just \$3.95. *Send the coupon now.*



DeWalt Inc., Dept. AB-710, Lancaster, Pa., Subsidiary of AMERICAN MACHINE & FOUNDRY COMPANY

Please send FREE Booklet—Job-Tested Cutting Methods.

I enclose check or money order for \$3.95 for Valuable new Operator's Book.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_ State \_\_\_\_\_



**BOSS...**  
**GET THIS**  
**HEATER!**



**We'll forget cold weather  
and keep your  
winter profits high**

"We won't be slowed down by cold weather. And we'll be a lot more comfortable, too, with a Master heater on the job.

"It puts out a steady stream of warm air wherever you want it. You can plaster, pour concrete, thaw and dry materials, spot heat outside, etc. It's portable, just wheel or carry it around, plug it in and flip the switch. It'll run all night on a tank of fuel oil. And for only 12c an hour, it will warm a 6-room house. It's perfectly safe, too, boss . . . doesn't need a vent. So send in that coupon below for all the facts on the Master B-100 and larger models. You'll see that only Master has all the features you want. No obligation."



**MASTER**

Please send CATALOGS ON PORTABLE HEATERS.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_

Mail to Master Vibrator Company, 315 Stanley Avenue, Dayton 1, Ohio. No need to fill out, just clip to your letterhead.



**Save time, and dollars, too,  
with Transite Pipe  
and the quickly assembled  
Ring-Tite Coupling**

**Here's a way to give your buyers a high-quality building sewer line . . . and save time in doing so!**

On your next job—be sure to specify Transite® Building Sewer Pipe. It assembles fast . . . entirely by hand . . . with no need ever to touch the factory-positioned rubber rings in the Ring-Tite® Coupling. Yet with all its speed and simplicity—the joint tightness and root protection of a Transite line have brought it nation-wide acceptance in the plumbing business and the building industry.

You'll also find that Transite is ideally suited to good plumbing practice. When short lengths are required, Transite Pipe is easily field cut and machined. It is readily laid to grade. And with the full line of Transite fittings and adaptors, you have complete flexibility of layout. There are no problems in providing cleanouts, changes of directions, and connections to other pipes.

Let us send you the 8-page illustrated Transite Building Sewer Pipe brochure, TR-82A. Address Johns-Manville, Box 14, New York 16, New York. In Canada, Port Credit, Ont. 

**Johns-Manville**  
**TRANSITE BUILDING SEWER PIPE**  
WITH THE RING-TITE COUPLING



B. Krauss, Architect



**ATTRACTIVE AND VERSATILE**, PELLA CASEMENT WINDOWS can be used in an infinite number of combinations to enhance room design. Home buyers will appreciate screens that roll up and down! PELLA Dual Glazing, the self-storing storm window stays in place the year 'round. Or, insulating glass optional. Wood-lined, steel frames combine beauty and rigidity.

## WOOD CASEMENT WINDOWS

OCTOBER 1957

**ROLSCREEN COMPANY**  
Dept. I-112, Pella, Iowa  
Please send literature on PELLA  
CASEMENT WINDOWS.



**FIRM NAME**

**ADDRESS**

**CITY** **ZONE** **STATE**

**ATTENTION MR.** **TEL. NO.**



*Cleveland Builder says:*

**"200 TAPPAN BUILT-INS  
LAST YEAR . . . and I bet  
I didn't spend 20 minutes  
on service problems"**



Simon Zalben, vice president and general manager of Marvin Helf, Inc., one of Cleveland's largest builders, goes on to say: "Naturally when anyone installs 200 Built-ins, they expect some problems. But with Tappan all I ever had to do was pick up a phone, call the Tappan distributor—and that was it! We never had one second complaint."

It works the same the country over for all builders. Because Tappan backs up its Service Guarantee with AUTHORIZED TAPPAN DISTRIBUTORS who cover every county in ALL 48 STATES! Every one of them has factory-trained personnel who know Tappan Built-ins inside and out.

Post-sale call-backs really eat into profits, as you well know. So get the facts on Tappan's new Gold Ribbon Built-ins—the most dependable, the easiest and most economical of all to install! Tappan has a full line of gas ovens that fit standard cabinets, and a choice of surface units that drop-in without costly fitting problems.

**WANT INFORMATION?**

You'll get it the same day. Write, wire, phone  
Bob Davis, Sales Manager, Built-In Division,  
Dept. A-97, Tappan Stove Co., Mansfield, Ohio

There is a Tappan Gas Oven and  
Surface Unit for every kitchen plan.

**TAPPAN**

gives the biggest choice of all!



**GER-PAK--THE SHORT WAY TO SAY SUPERIOR POLYETHYLENE FILM**

**GER-PAK**  
POLYETHYLENE FILM

# Ends Wet Basements Forever!



Designed  
To Meet FHA  
Requirements

Now stop the age-old problem of keeping basements dry! Ger-Pak polyethylene film — the perfect moisture-vapor barrier material — permits no moisture transmission and will last the life of the building!

Lightweight, easy to handle and inexpensive, Ger-Pak is used by builders across the country who want unmatched moisture-vapor protection in basements, walls and concrete form liners . . . as well as superior dust sealing between floors. What's more, Ger-Pak is extremely versatile: protects material and equipment from the weather . . . covers unfinished doors and windows . . . enclosure in bad weather . . . terrific as a painting drop cloth . . . plus dozens of other on-the-job uses.

And only Ger-Pak offers the widest range of widths — from 10-inch for flashing all the way up to 40-foot. Available in clear or black. Ask your dealer about Ger-Pak today.

FREE samples and brochure are yours for the writing.

**GERING**  
Polyethylene Film

GERING PRODUCTS INC., Kenilworth, New Jersey

**4 WAYS TO CUT COSTS  
with DUO-FAST  
AUTOMATIC TACKING**



Duo-Fast Hammer Tacker speeds insulation work.



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Building Papers go on fast with the Hammer Tacker.



Cornerite Duo-Fast-ed up with the CT-859.

**Many other uses:** Shown above are just a few of the ways DUO-FAST Gun or Hammer Tackers can save time and money for you. Whatever the job may be, you can do it faster, easier and better with DUO-FAST.

**Free Service Guarantee.** And remember: DUO-FAST gives you the extra savings of our famous Free Service Guarantee. Why settle for less?

Send today for Free Builders Bulletin FT-26, "Hour-savers and Dollar-savers." Write **FASTENER CORPORATION**, 3734-64 River Road, Franklin Park, Illinois.



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**DUO-FAST**  
Staplers • Tackers • Staples



**SYNTRON**

ELECTROMAGNETIC

**ELECTRIC  
HAMMER DRILLS**

SYNTRON Electric Hammer Drills are designed for fast, easy drilling in concrete. SYNTRON'S Exclusive Automatic rotation of drill bits provides ease of handling in any drilling position. Constructed for long, dependable service, employing the electromagnetic principle, they will maintain their efficiency with a minimum of maintenance. Available in sizes to meet every drilling need. Capacities from  $\frac{5}{8}$ " to 2". Also available SYNTRON Electric Hammers ideal for shipping, cutting, scaling, etc.

**FORM  
VIBRATORS**



**VIBRATING  
CONCRETE  
FLOATS**



**MASS  
CONCRETE  
VIBRATORS**



**SYNTRON COMPANY**

818 Lexington Avenue

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**New package  
WATER SYSTEM**



Universal's new Series U water system answers your running water problem for homes, cabins, cottages, motels beyond city mains. Equipped with  $\frac{1}{2}$  or  $\frac{1}{2}$  h.p. motor and 10, 18, or 24 gallon tank, this high-quality package system provides enough water and pressure for even the most demanding automatic washers and garden sprinklers. Operates on either shallow or deep well. Just add pipe and plug-in. Quick delivery to your supplier from our 12 strategic factory branches.



**UNIVERSAL**

**PUMPS AND WATER SYSTEMS**

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Orlando, Fla.; Portland, Ore.; Richmond, Va.; Toronto  
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**Jiffy**  
SAWHORSE BRACKETS



• NO NAILS

• NO BOLTS

• NO SCREWS

• EASY  
TO CARRY

• EASY  
TO STORE

Now you can have a sawhorse when you want it... in a jiffy! All you need are Jiffy Brackets and 2x4s. Set up and knocked down instantly. Easy to move from job to job. Take little storage space when not in use. All-welded construction; stronger than 2x4s used for crossbar and legs.

Ask your hardware or building supply dealer for Jiffy Sawhorse Brackets; or, write us direct.



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Grand Haven, Mich.

**Award winning development—  
plumbing fixtures  
by RICHMOND**



SUMMIT PARK OF MT. WASHINGTON  
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Concentration on sound planning and basic quality make

Summit Park an outstanding example of modern housing. The result has been not only a special citation by civic groups—but also a record of sales success. To date 203 houses have been built—203 houses have been sold to satisfied customers. Naturally, like so many builders who put quality first, the Herbert Construction Company installed plumbing fixtures by Richmond. The same clean-line styling, sparkling colors, lasting beauty and performance have a place in your future plans.

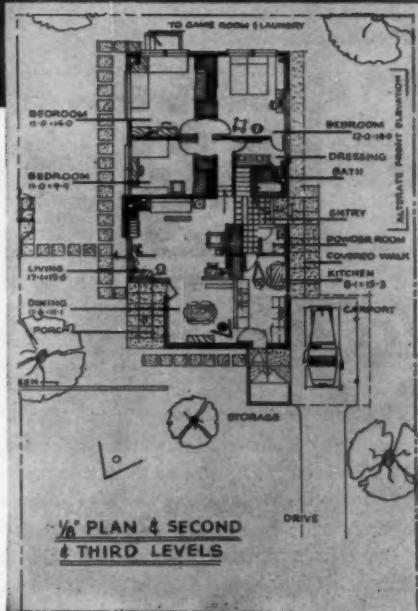
Write for complete catalog, or consult Sweet's Catalog File.

**BUILDER**—Herbert Construction Co. **ENGINEERS**—Whitman, Requardt & Associates

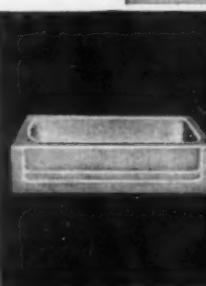
**ARCHITECT**—Thomas G. Jewell **SITE PLAN**—Bernard M. Willeman

**PLUMBING CONTRACTOR**—Joseph Sandler, Inc. **SURVEYOR**—Nathan Scherr

**PLUMBING WHOLESALER**—The James Robertson Manufacturing Company



TYPICAL RICHMOND FIXTURES FOR SUMMIT PARK



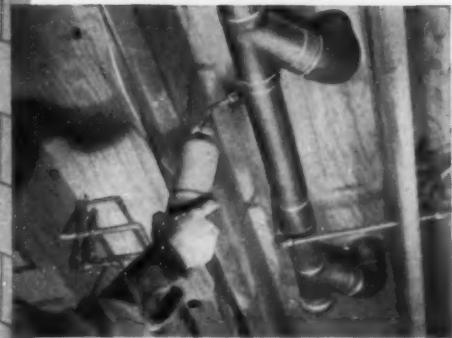
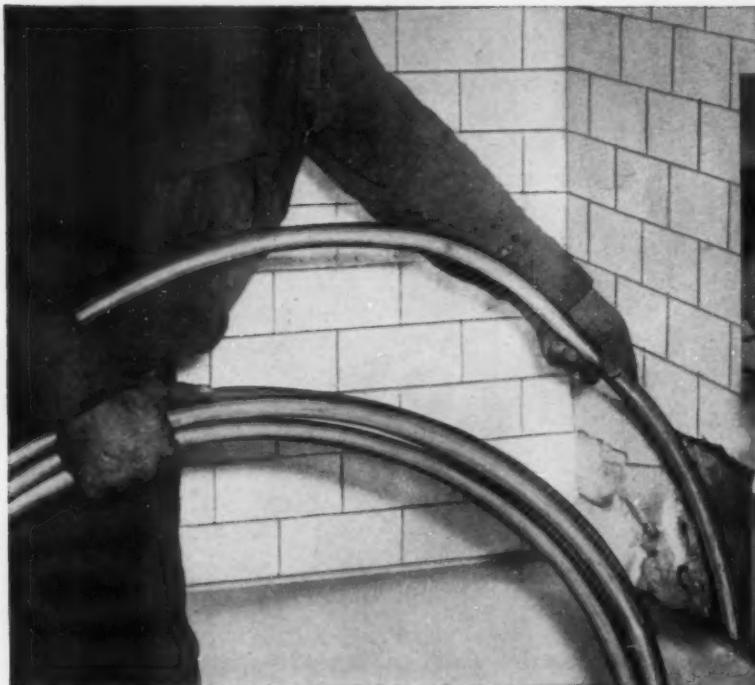
**RICHMOND**  
**PLUMBING FIXTURES**

Division of Rheem Manufacturing Company

16 Pearl Street, Metuchen, N. J.

The Fastest Growing Name in Plumbing Fixtures

# YOU CAN MODERNIZE FOR LESS



NO WONDER REVERE COPPER TUBE COSTS LESS to install. Imagine all the time it would have taken to cut threads and caulk joints for the lines you see here. Note how easy it is to work the tight spots when Revere Copper Tube with solder fittings is used.

AN ALL-COPPER MODERNIZATION JOB is your answer to an enduring, easy-to-install job that costs less than rustable materials.

## ...with Easy-to-install, Long-lasting, Non-rusting REVERE COPPER WATER TUBE

Revere Copper Water Tube is made to order for remodeling. For you don't have to "tear down the house" to install it. Often, it is possible to simply run it through the floors and partitions to the basement without even taking out the old piping. Even 3" DWV (copper drainage tube) fits into standard 4" stud partitions.

Why Revere Copper Water Tube is easier and faster for you to install is shown in panel below. For these reasons Revere Copper Water Tube is more profitable for you to use. There are no worries about rusting and once installed you can forget it. Customers are satisfied and your reputation is protected.

On your next modernization job take advantage of the many benefits of Revere Copper Water Tube for radiant panel

heating, hot and cold water lines, underground service lines, oil burner service lines, and waste stack and vent lines. See the Revere Distributor nearest you today. And, if you have technical problems, he will put you in touch with Revere's Technical Advisory Service.

### REVERE COPPER AND BRASS INCORPORATED

Founded by Paul Revere in 1801  
230 Park Avenue, New York 17, N. Y.

Mills: Rome, N. Y.; Baltimore, Md.; Chicago, Clinton and Joliet, Ill.; Detroit, Mich.; Los Angeles and Riverside, Calif.; New Bedford, Mass.; Brooklyn, N. Y.; Newport, Ark.; Ft. Calbou, Neb.; Sales Offices in Principal Cities, Distributors Everywhere.



### WHY REVERE COPPER WATER TUBE IS PREFERRED BY ARCHITECTS, ENGINEERS, BUILDING AND PLUMBING CONTRACTORS

#### SOLDER OR COMPRESSION FITTINGS

Need Less Work Room... Save Metal. No worry about wrench space, when you use Revere Copper Water Tube with solder fittings. Compression fittings can also be used. No threading is necessary with either type. Wall thickness of tube used can thus be less than for threaded pipe.



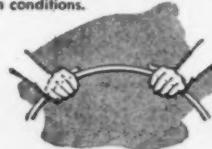
#### HANDY LENGTHS

Save Fittings... Labor. Revere Copper Water Tube comes in straight lengths of 20' in hard and soft tempers. 60' coils of soft temper reduce the number of fittings needed.



#### EASY TO BEND

Saves Time. Revere Copper Water Tube is easy to bend. Soft temper can be bent by hand to meet installation conditions.

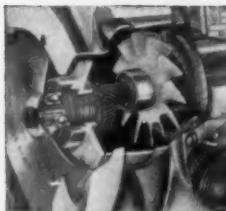


#### NON-RUSTING

Rustable pipe eventually clogs as shown in top drawing. Bottom drawing shows non-rustable Revere Copper Water Tube suffers no loss of flow or pressure. No allowance in pipe size need be made for rust accumulation with non-rusting Revere Copper Water Tube.



# The Saw that's "Built for Builders"



Coaster Brake type clutch absorbs all load shocks . . . reduces gear wear, doubles gear life.



Even the 6 1/4" Milwaukee Saw miter-cuts 2" dressed lumber at 45°.



## Plus All These Features

- ★ Powerful, Milwaukee-Built motor . . . full 1 1/2 h.p. at blade.
- ★ Full Ball and Roller bearing construction.
- ★ Hardened, helical cut steel gears. More teeth in mesh . . . is smoother, quieter operation . . . greater working power.
- ★ Telescoping blade guard. Manual retractor lever.
- ★ Full view line-sight.
- ★ Built-in sawdust blower.
- ★ Super strong frame, shoe and housing.
- ★ Standard 5/8" round hole blade.

NEW, wrap-around steel shoe firmly supports both sides of blade . . . won't bend, break, or score. Rip-guide included as standard equipment.



Easy grip, no-slip, glare-proof satin finish.

"Carpenter Square" Depth and miter adjustments at rear of Saw. Safe, accurately calibrated . . . easy to get at.



**Higher Speed!**  
**Greater Power!**  
**Longer Life!**



MOST  
POWER PER  
DOLLAR

Approved



## 3 SIZES

6 1/2" Model 650 **\$69.50**

7" Model 700 **\$79.50**

8 1/4" Model 825 **\$89.50**

*Less steel carrying case.*

**MILWAUKEE SAWS** are ruggedly built for *all day, every day* heavy-duty use. They're unmatched in power and performance and so precisely engineered that gears and moving parts last twice as long . . . Fewer tool lay-ups . . . no costly maintenance. The Milwaukee Saw delivers *more horsepower per pound* and is so well balanced it cuts way down on operator fatigue.

To really appreciate a Milwaukee Saw you have to see it, heft it and try it. For a demonstration see your nearest Milwaukee Tool distributor . . . listed in the yellow pages of your phone book.

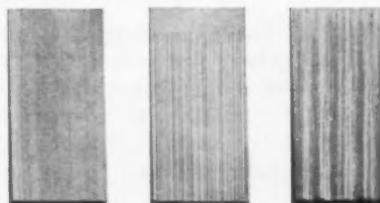
Or write for bulletin SW3

**MILWAUKEE ELECTRIC TOOL CORPORATION**  
5356 WEST STATE STREET • MILWAUKEE 8, WISCONSIN



clear from the curb... **CEDAR** shows its worth

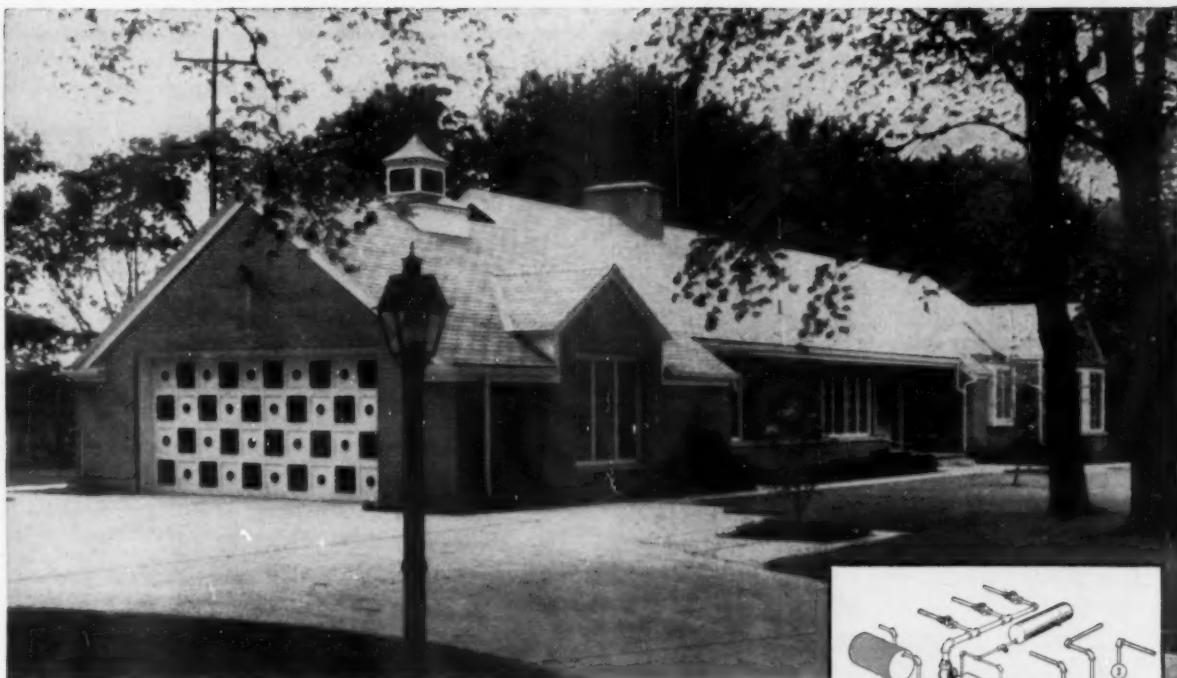
Cedar has a warm and friendly way of saying "Welcome!" The thick, textured beauty of a genuine cedar shingle roof . . . combined with the color, clean-cut striations and bold shadow accents of a cedar shake wall . . . achieve a tasteful blend of all the qualities traditionally associated with custom building. *Create your next homes in cedar.* Profit from today's demand for quality construction that looks the part and is worth the price.



**RED CEDAR SHINGLE BUREAU**

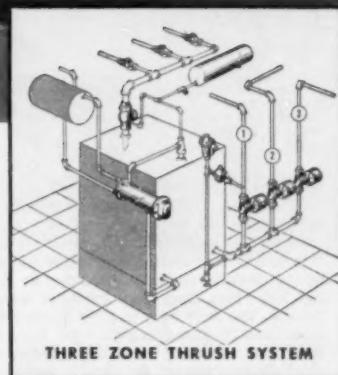
5510 White Building, Seattle 1, Washington • 550 Burrard Street, Vancouver 1, B. C.





New home of Dr. J. Mishkin, Elkhart, Indiana. Heating Contractor: Cal Ulery.

**Real Heating Comfort**  
in this fine new residence  
because it's heated with...



## THRUSH Radiant Hot Water Heat

RADIANT BASEBOARD hot water heat, Thrush controlled, assures perfect heating in any weather in this beautiful new residence. There are three zones . . . one for the recreation room, one for the living area and one for the bedrooms. Zoning is accomplished simply and inexpensively with a Thrush Radiant Heat Control, a Thrush Circulator and a Thrush Flow Control Valve for each zone. Desired temperatures are maintained automatically in each zone.

Yes, hot water heat is a big feature in selling a home. It's the quietest, cleanest, mildest and most flexible modern heating method, ideal for small as well as large homes. Zoning makes possible accurate temperature control which results in greater operating economy and comfort. If you haven't been specifying hot water heat, investigate the many sales advantages of Thrush Hot Water Heating today.



THRUSH WATER CIRCULATOR

See our catalog in Sweet's or write  
Department G-10 for more information.

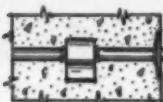
**H. A. THRUSH & COMPANY**  
PERU, INDIANA

# How to Build Better Walls

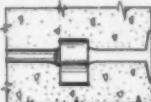
It's easy . . . use Sure-Grip concrete accessories.

When you use Sure-Grip Snap-In form ties, your walls line up better, don't leak at tie points and are easier to point. They look better too, because there aren't any big, loose cone patches staring you in the eye.

Sure-Grip's patented Snap-In tie which has special flat pieces or clevises fastened to the rod does the job. These clevises keep the tie from turning and breaking the bond with the concrete. Result . . . no leaking, perfect snapping and a lot of time saved. Try Sure-Grip Snap-In form ties on your next job and see how much better they are than other ties or twisted wire.



Flat clevises keep tie from turning and breaking bond with concrete. Tie always breaks at proper point.



Special coating on rod between clevises and spreaders prevents bonding to concrete. 1/2 turn snaps off rod.

## Sure-Grip Anchors & Anchor Slot

... the surest and fastest way to fasten brick, stone, tile or terra cotta to concrete walls, columns and beams. Just nail the anchor slot to the forms. The patented double nailing feature supports the sides of the slot and keeps them from caving in when pouring. You don't have to grind anchors to make them fit. Sure-Grip anchor slot is made from rust resisting material; galvanized steel, Zinaloy, copper, etc., and is available in lengths from 6" to 10' either with or without the slot filler.



We also make a full line of stone, brick and furring anchors for every application.

**FREE** — Mail the coupon below for our 48 page catalog of concrete accessories and your nearest Sure-Grip dealer's name.

### THE DAYTON SURE-GRIP & SHORE CO.

513 Kercher Street Miamisburg, Ohio

Without obligation, send me your free 48 page catalog and the name of my nearest Sure-Grip dealer.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Fast, low cost remodeling made easy by

# PLASTER-WELD®

Permanently bonds new plaster to old . . . or to any sound surface!

Example  
of  
PLASTER-WELD  
at Work



Ambassador Hotel, Milwaukee, Wis.  
Need for new washroom caused lobby wall to be broken through. Plaster-Weld was applied to old surrounding painted wall to facilitate blending of white coat from patch over old wall. One of many applications for this versatile bonding agent. General Contractor, Kutscheneuter Company, Plasterer, L. W. Rosin.

For as little as 2¢ per square foot, you can now permanently bond new plaster or cement to any surface. Think what a difference this can mean to you in the cost of remodeling, renovation or new construction!

From "One Coat Plastering" of homes, garages and club rooms . . . to finishing concrete ceilings, beams and columns of large office buildings, apartments and hotels . . . and refinishing any structurally sound surface . . . Plaster-Weld gives you an easy, job-proven way of obtaining permanent, ageless bonds that never let go!

Plaster-Weld is the original and patented liquid bonding agent approved by F.H.A. and New York Board of Standards and Appeals . . . so you can recommend and use it with confidence. Easy to apply . . . just like paint. For permanently bonding new concrete to old concrete, specify Weld-Crete, another Larsen product. Get fact-packed literature from your Building Supply dealer, see Sweet's File, or write direct to Larsen Products Corporation, Box 5756-F, Bethesda, Md.

## KOHLER ELECTRIC PLANTS

Save man hours with portable, on-the-job power



Model 2.5M25, 2500 watts,  
115 volt AC. Manual starting.



Wipe out waste of time and motion, move jobs faster, by using compact reliable Kohler electric plants where the work is done—for drills, saws, planers, grinders, vibrators, pipe threaders and cutters. Light-weight, low-cost 2500 watt model has 4 receptacles, carrying frame. Two-wheel, rubber-tired hand cart available. Other direct service models, 500 watts to 50 KW. Stand-by models, for emergency use when central station service is cut off, 1000 watts to 50 KW. Write for folder 5-E.

Kohler Co., Kohler, Wisconsin • Established 1873

Plumbing Fixtures • Heating Equipment • Electric Plants • Air-cooled Engines • Precision Controls

# KOHLER OF KOHLER



## Now! National homes in **4 AUTHENTIC STYLES**

National homes have far greater sales appeal than ever before! Now, for the first time, you can offer home buyers their choice of authentic architectural styles by four great architects.

And here's more great news! The 1958 National homes are "component" houses with 2 x 4 wall studs. Selective home buyers will be delighted by the many ways in which they can make their homes suit their individual needs and desires.

More importantly, these "component" houses will give you, as a National Homes builder-dealer, greater flexibility in your building operations. With the National Homes' package, you can easily and quickly adjust your program to the fluctuations of the market . . . avoid speculation and costly overhead . . . and maintain closer control over your costs.

As a further help to you in increasing your sales and lowering your costs, National Homes gives you these additional benefits: Interim and permanent financing . . . free promotional advertising, special open-house furniture packages . . . liberal local newspaper, radio and television advertising allowances . . . special architectural services, site-planning and color styling . . . elimination of inventory and warehousing . . . a one-year guarantee of all materials and workmanship against latent defects.

*For complete information, write to George A. Cowee, Jr., Vice-President for Sales, National Homes Corporation, Lafayette, Indiana. Plants at Lafayette, Indiana; Horseheads, N.Y.; Tyler, Texas.*

THE NATION'S LARGEST PRODUCER OF QUALITY HOMES.....

### AUTHENTIC STYLES BY FAMOUS ARCHITECTS

#### *Contemporary*

Charles M. Goodman, AIA  
Washington, D. C.

#### *Colonial*

Emil A. Schmidlin, AIA  
East Orange, N. J.

#### *CAPE COD*

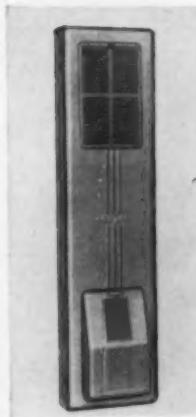
Royal Barry Wills, FAIA  
Boston, Mass.

#### *Southwest Modern*

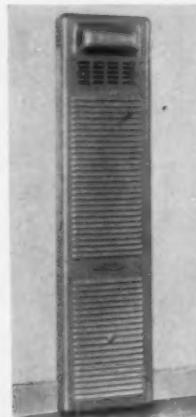
Reginald Roberts, AIA  
San Antonio, Texas



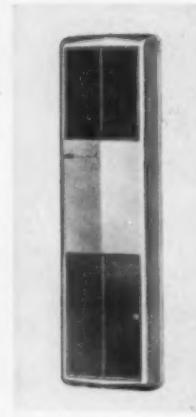
## ▼ Group I, single and dual gas wall heaters



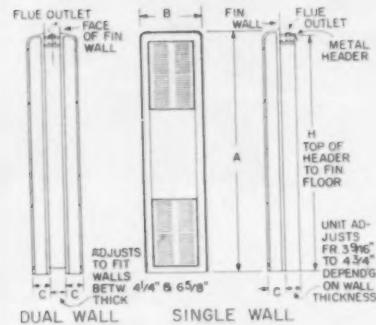
**CHATTANOOGA**  
Royal's unit has an optional blower that fastens to bottom.



**OHIO FOUNDRY'S**  
blower mounts on the top of face panel. Needs no roughing-in.



**COLEMAN'S** unit shown without its optional blower depends on gravity circulation.



**BOTH SINGLE AND DUAL** models fit into standard 2x4 stud space and are adaptable to plaster and dry walls. Letters refer to table below.

## How to install the latest wall

### ► ESSENTIAL DATA OF MOST SINGLE AND DUAL WALL HEATERS

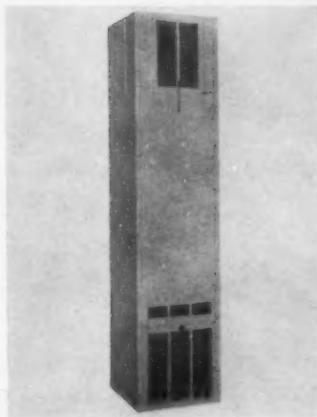
MANUFACTURER	MODEL	BTU INPUT PER HR.	ROUGH OPENING HEIGHT	FACE DIMENSIONS	A	
					B	C
Chattanooga Royal Co. (No. O68, p. 112)	5725	25,000	64 1/2	64	18	5
	5735	35,000	73	72 1/2	18	5
	*5750	50,000	64 1/2	64	18	5
	*5762	62,000	74 1/2	73 1/2	18	5
	2301	25,000	61 1/2	62 1/2	17 1/2	5 1/2
Coleman Co. (No. O79, p. 112)	2303	36,000	69 1/2	71 1/2	17 1/2	5 1/2
	*2305	50,000	61 1/2	62 1/2	17 1/2	5 1/2
	*2306	62,500	69 1/2	71 1/2	17 1/2	5 1/2
Empire Stove Co. (No. O70, p. 112)	WFA35	35,000	73-13/16	75	16	5 1/4
	*WFA35	35,000	73-13/16	75	16	5 1/4
	L17-S	17,000	53 1/4	54	18	4 1/4
	L21-S	21,000	53 1/4	54	18	4 1/4
	L25-S	25,000	59 1/4	60	18	4 1/4
	L30-S	30,000	59 1/4	60	18	4 1/4
	L35-S	35,000	63 1/4	64	18	4 1/4
H. C. Little Burner Company, Inc. (No. O71, p. 112)	*L35-D	35,000	59 1/4	60	18	4 1/4
	*L40-D	40,000	59 1/4	60	18	4 1/4
	*L45-D	45,000	59 1/4	60	18	4 1/4
	*L50-D	50,000	59 1/4	60	18	4 1/4
	*L55-D	55,000	59 1/4	60	18	4 1/4
	*L60-D	60,000	63 1/4	64	18	4 1/4

MANUFACTURER	MODEL	BTU INPUT PER HR.	ROUGH OPENING HEIGHT	FACE DIMENSIONS	A	
					B	C
The Ohio Foundry & Manufacturing Co. (No. O72, p. 112)	175-WFS	17,500	47 1/2	51 1/2	18	3 1/2
	250-WFS	25,000	59	61 1/2	18	3 1/2
	350-WFS	35,000	64 1/2	66 1/2	18	3 1/2
	*500-WFD	50,000	59	61 1/2	18	3 1/2
	125W-J	12,500	58 1/4	59 1/4	17 1/2	2 1/2
Payne Heating & Air Conditioning (No. O73, p. 112)	255W-J	25,000	58 1/4	59 1/4	17 1/2	2 1/2
	*25DW-J	25,000	58 1/4	59 1/4	17 1/2	2 1/2
	*37DW-J	37,500	58 1/4	59 1/4	17 1/2	2 1/2
	*45DW-J	45,000	58 1/4	59 1/4	17 1/2	2 1/2
Pioneer (No. O74, p. 112)	S-12	12,750	63 1/4	64 1/2	17 1/2	4
	S-25	25,000	63 1/4	64 1/2	17 1/2	4
	S-35	35,000	63 1/4	64 1/2	17 1/2	4
	*D-35	35,000	63 1/4	64 1/2	17 1/2	4
	*D-50	50,000	63 1/4	64 1/2	17 1/2	4
	*D-55	55,000	67 1/4	68	18	4 1/4
	*D-60	60,000	67 1/4	68	18	4 1/4
Temco, Inc. (No. O75, p. 112)	358-S	35,000	68	68-13/16	18 1/2	4-15/16
	*608-S	60,000	68	68-13/16	18 1/2	4-15/16

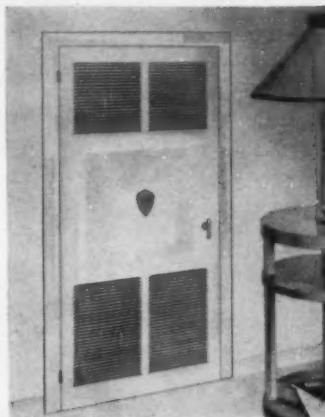
\* The asterisk preceding the model number indicates dual unit.

## GUIDE FOR THE MONTH OF OCTOBER

### Group II, gas and oil wall furnaces



**LENNOX'S** gas-fired furnace is a completely insulated cabinet, requires no additional clearances at the sides or back, has knockout register panels.



**SILENT SIOUX'S** tropic wall oil-fired furnace comes with a hinged door. It features a fan with a summer switch and optional thermostat.



**INTERNATIONAL'S** oil-fired unit operates on a down-flow principle. Air is drawn in at top, forced out at bottom. Can be used over a plenum.

## heaters and furnaces

More and more builders are beginning to appreciate the versatility of highly efficient wall heaters and furnaces and every year finds these units have been improved.

There are some heating engineers who feel the self-contained heating units will replace the central systems in both the small and larger homes of the future. While they now provide the ideal solution to today's heating problems in remodeling, they also reduce heating costs in the low-cost home because there is no duct work, only electrical, vent and fuel connections. In larger homes, effective zone heating can be realized by two or more units installed in strategic locations, thermostatically controlled. Zone heating can also cost less in larger homes than comparable central systems.

The big thing to keep in mind when planning an installation is the proper location of the units. They shouldn't be installed in a hall or so a door can swing back against them. This reduces the radiation heating qualities. Best spot is a central location on a wall, never closer to an adjoining wall than 3'. For more installation data on any specific wall heater or furnace listed in the accompanying tables, circle the product card number on page 112 that corresponds with the number under the manufacturer's name.

### ► DATA FOR OIL, GAS WALL FURNACES

MANUFACTURER	MODEL	BTU INPUT PER HR.	ROUGH OPENING—INCHES			FINISH PANEL SIZE INCHES		
			Width	Height	Depth	Width	Height	Depth
International* Oil Burner Co., (No. 076, p. 112)		55,000 Output	25 1/2"	90"	25 1/2"	17 1/2"	20 1/2"	54"
Perfection** Industries (No. 077, p. 112)	GW 70 GW 55	70,000 56,000	23 1/2"	52 1/2"	28 7/8"	25"	53"	
Kresky Oil Co.* (No. 078, p. 112)		57,500 Output	22 1/4"		18"	25"	79 1/2"	
OVERALL UNIT DIMENSIONS								
**Softi- Vent** (No. 079, p. 112)	GWT 16 GW 22 GW 30	16,000 22,000 29,000	28"	24"	7 1/4"			
Lennox** Industries (No. 080, p. 112)	GT3-35W GT3-50W	35,000 50,000	18"	84"	18"			
Payne Co.** (No. 081, p. 112)		65,000	14"	95 1/2"	9 1/3"			
Muller** Climatrol (No. 082, p. 112)		35,000 50,000	18"	93 3/4"	18"			
CASING DIMENSIONS								
Silent Sioux* (No. 083, p. 112)		55,000 Output	21"	44 3/4"	24 1/2"	24 1/4"	46"	

\*Oil  
\*\*Gas



## MR. BUILDER: *here's a book to build your sales on . . .*

THIS IS YOUR HOME can help you sell homes these  
4 practical ways:

1. **AS A DIRECT SALES AID . . .** Your looseleaf "builder's edition" of *This Is Your Home* has extra space on the dedication page. This allows you to give personalized copies to each purchaser of your homes.
2. **AS AN INDIRECT SALES AID . . .** Give each home buyer an appreciation of your own skill—with a book that points out the craftsmanship and hidden values in home-building.
3. **AS A PRESTIGE BOOSTER . . .** Your special looseleaf edition allows you to insert a model home picture with instruction sheets about materials and appliances used in the home.
4. **AS A GOODWILL BOOSTER . . .** Home buyers will appreciate the "do-it-yourself" emphasis and these essentials of good home maintenance eliminate expensive, unnecessary service calls for you.

Look at this book through the eyes of your home buyers, and you'll see a substantial increase in your own sales.

*This Is Your Home* costs you \$5.95 per copy (add 30¢ per copy for your name, gold-stamped on the cover). Buckram binding and 8½" x 11" page.

*This is YOUR HOME*

\$5.95 per copy

**SIMMONS-BOARDMAN BOOKS 30 Church St., New York 7, N.Y.**

**SIMMONS-BOARDMAN BOOKS,**  
Dept. AB1057  
30 Church Street  
New York 7, N.Y.

Yes, rush me a copy of **THIS IS YOUR HOME** for which  I enclose \$ . . . . (\$5.95 per copy, \$6.25 per copy with name stamped) or  bill me.

Name . . . . .

Street . . . . .

Address . . . . .

Imprint as follows:

1 or

(2 lines) . . . . .

# "I can save \$133.34 per house using Gold Bond Gypsum Sheathing — and build better, too!"

says: **CHARLES B. MARTIN,**  
President, M & M Enterprises, Inc., Charlotte, N. C.

Mr. Martin, vice-president of the Charlotte NAHB Chapter, saved that particular \$133.34 on a house that was featured in this year's Charlotte Parade of Homes. Here's exactly how Mr. Martin saved that money—compare these costs with your own:

#### CHECK THESE ACTUAL COSTS:

##### GOLD BOND GYPSUM SHEATHING

Amount	Material	Cost
2320 sq. ft.	Gypsum Sheathing (plus 5% waste)	\$139.20
48 lbs.	1½ galv. roofing nails (.19/lb.)	9.12
20 hours	Carpenter @ \$2.30	46.00
5½ hours	勞工 @ 1.25	6.88
	<b>TOTAL . . . . .</b>	<b>\$201.20</b>

##### HORIZONTAL WOOD SHEATHING

Amount	Material	Cost
3000 sq. ft.	Wood Sheathing (plus 20% waste*)	\$225.00
67 lbs.	8d common nails (.13/lb.)	8.71
6 rolls	15# building paper	16.20
30 hours	Carpenter @ 2.30	69.00
12½ hours	勞工 @ 1.25	15.63
	<b>TOTAL . . . . .</b>	<b>\$344.54</b>

**Savings with Gold Bond® Gypsum Sheathing as**  $\left\{ \begin{array}{l} \$344.54 \\ -201.20 \\ \hline \$133.34 \end{array} \right.$   
compared with Horizontal Wood Sheathing

NOTE: Labor and Carpenter rates - Charlotte, North Carolina.  
\*1 in. x 6 in. D & M Wood Sheathing as found in Building Estimates Reference Book, published by Frank R. Walker Co.

#### AND CHECK THESE GOLD BOND EXTRAS:

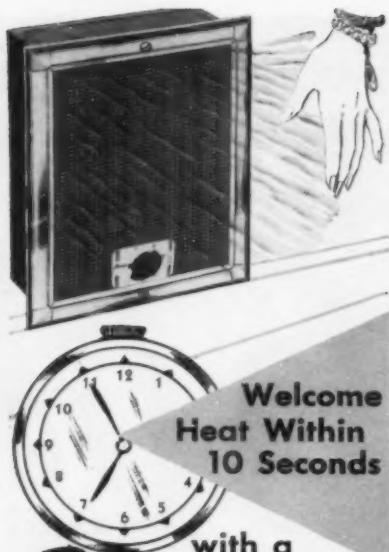
It resists fire . . . it helps insulate . . . it repels water . . . it makes wind-tight joints . . . and it adds structural strength under any exterior finish! For more information, including actual case histories proving gypsum sheathing's amazing durability and resistance even to raging flood waters—write Dept. AB-107, National Gypsum Co., Buffalo 2, N.Y.



**Gold Bond**  
BUILDING PRODUCTS

**GYPSUM SHEATHING**

NATIONAL GYPSUM COMPANY

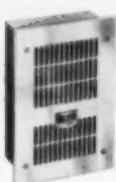


## Welcome Heat Within 10 Seconds with a *Broan* electric Wall Heater

You'll win the approval of women quickly with a Broan wall heater — fastest in the field. Welcome heat, fan powered, pours out within 10 seconds to make bathrooms quickly comfortable — or as auxiliary heat for nurseries or recreation rooms. Additionally, you'll like the fact that this efficient, compact heater

- builds into any wall, even dry wall, with only  $\frac{1}{4}$ " grille projection
- saves time on the job with easy installation
- has bright nickel-plated grille or stainless steel grille for corrosion resistance
- is fully guaranteed by Broan — a leader in ventilating fans and electric heaters for over 25 years.

No wonder hundreds of thousands are already in successful service everywhere, helping smart marketers and contractors please customers with emphasized comfort. Call or write for complete information, and the name of the Broan distributor in your area.



**Broan Electric Fan-Type Wall Heaters are available for manual or thermostatic control; 120 V. or 240 V. 60 cycle.**

At top: Deluxe Model, 1500 watts; 5000 BTU per hour; bright nickel plated grille; wall box  $10\frac{1}{4}$ " wide  $\times$  13" high.

At left: Standard Model, 1200 watts; 4000 BTU per hour; mirror finish stainless steel grille; wall box  $7\frac{3}{4}$ " wide  $\times$  13" high.

**Broan MFG. CO., INC.**  
938 W. State St. Hartford, Wis. Milwaukee  
Specialists in quality ventilating equipment for 25 years.

## 10 DAY FREE TRIAL WARREN-KNIGHT TRANSIT-LEVEL



Model 38-bf

### NEW DESIGN

There has never been a transit level like the 38-bf. Offers new usefulness — almost indestructible.

### 10 DAY FREE TRIAL

So sure are we of your reception to this magnificent new instrument that we offer it FREE for 10 days trial. No strings. No cost attached.

This expert new design includes such features as a steel center, coated optics, covered leveling screws, and limb vernier reading to one minute.

Why not get the full facts on this startling new instrument. Write for FREE Bulletin F-710.



## CLASSIFIED ADVERTISING

### SELL - E-Z-ON- All Metal, Interlocking, Rustless Weatherstrip

Permanent, efficient, easy to install. Keeps out cold and drafts. Peak Season Profits now. Write for details and prices.

**ROBERT N. BALTZ & COMPANY, Inc.**  
1009 Harvard Terrace, Evanston 1, Illinois  
Also Caulking and Glazing Compounds

**SALESMAN WANTED:** \$10,000 with real incentive plan, to sell nationally to chain lumber yards a practical, proven merchandising program in both new homes and home modernizing markets. Send complete resume for personal interview. Address Box 270 in care of AMERICAN BUILDER.

American Builder reaches  
more builder-buyers than  
any other building  
publication!

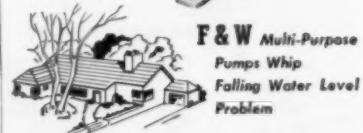
for homes beyond  
the water mains



HELP SELL YOUR HOUSES



F & W  
Multi-Purpose  
Jet



F & W Multi-Purpose  
Pumps Whip  
Falling Water Level  
Problem

• For locations where the water level of a shallow well may drop too low, you can give your houses extra sales appeal by installing an F & W Multi-Purpose Jet Pump. It can quickly and easily be changed from shallow well to deep well operation at no extra cost, simply by moving the jet off the pump and down into the well. This is typical of the kind of advantages you get with F & W Water Systems: whatever the requirements, there's an F & W Model to meet them exactly. All offer outstanding advantages in long life, dependable service, low-cost operation, and minimum maintenance.

**F & W Multi-Stage Deep Well Jet**—Delivers extra capacity. New, automatic control valve assures top performance.



**F & W VARIJET Shallow Well Jet**—Pumps 40 to 70% more water, yet reduces power consumption. An exclusive F & W patent.

Send for F & W Catalog  
for your files



**Flint & Walling Manufacturing Co., Inc.**  
1066 Oak Street, Kendallville, Indiana



Performance-Proved Since 1866

AMERICAN BUILDER

# "CONTRAST"

that's what Gold Bond Siding gives our homes"

says **Richard and Robert Fox**, partners, *Fox Bilt Homes, Inc.*,  
Plymouth Meeting, Pennsylvania



## New concept in residential construction helps sell homes

New uses and combinations of building materials are allowing home builders to set design trends that attract buyers. Here's what two builder-partners in Pennsylvania say: "We chose Gold Bond Siding for our new 300-home development in Plymouth Meeting because of its beauty, versatility and durability. Gold Bond Siding, used in conjunction with brick and wood paneling, makes our homes most attractive to prospective buyers. We are delighted to be a part of this new concept in residential construction, and the way our

homes are selling is positive proof...that we have made the right choice in Gold Bond Siding."

Used with wood furring strips (as was done on the Fox Bilt home above), Gold Bond Permanized\* Siding creates a deep shadow line on sidewalls that gives a rich, custom look to the entire exterior...at low cost to builders. Ask your Gold Bond dealer about Gold Bond® Chroma-Tone, Chroma-Tex and Chroma-Shake Siding combinations—or write Dept. AB-107, National Gypsum Company, Buffalo 2, New York.

\*"Permanizing" . . . Gold Bond's exclusive factory pre-curing process which reduces shrinkage to less than  $\frac{1}{2}$  of 1%!



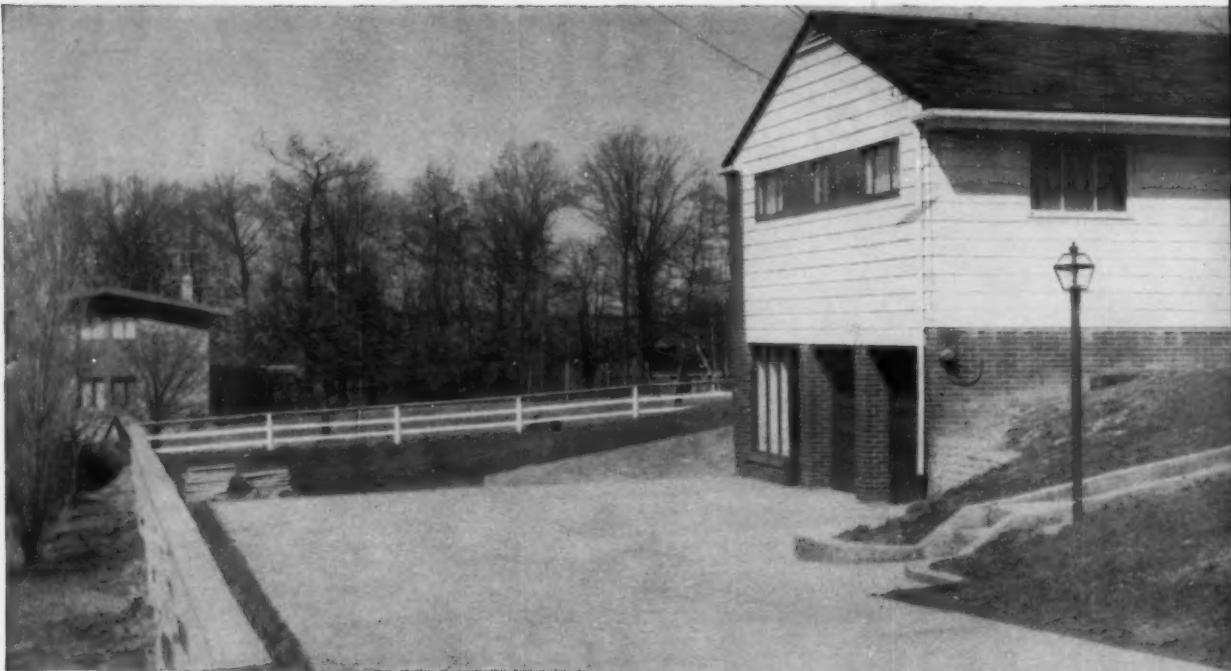
**GOLD BOND SIDING**

**NATIONAL GYPSUM COMPANY**

**Gold Bond**  
BUILDING PRODUCTS

FROM AMERICAN STEEL & WIRE

# A WAY TO HELP HOME



**M**OST PROMOTIONS aimed at helping builders need plenty of advance planning—six months to a year. But here is merchandising help that you can still use this year to put extra sell in your homes—tools to help you sell American Welded Wire Fabric as an extra quality feature which cannot be added after the home is built.

You are already using concrete in streets, and perhaps in curbs, in driveways, in patios, in floor slabs and elsewhere around the home. Be sure to put every bit of quality you can in these facilities; be sure you reinforce them with American Welded Wire Fabric—for added concrete durability and higher property value. Then let American Steel & Wire help you merchandise this extra quality to prospective buyers.

## MERCHANDISING HELP

Tie in with the national advertising that American Steel & Wire is doing. Play up the extra value and extra long life, the extra beauty of concrete reinforced with wire fabric. Play up these benefits in your model home. American Steel & Wire has a kit of free merchandising aids to help you. Included are mats, brochures, handouts—that will help you impress your buyers with the fact that you are building quality homes. In addition to all of these selling aids, there is the added impact of the Wire Reinforcement Institute advertising program in such publications as *Better Homes and Gardens*, reaching millions of prospective home builders. All this promotion will help you sell if you tie in! Send the coupon today for your free kit.



## USS American



UNITED

AMERICAN BUILDER

# SALES THIS YEAR!



Here's why  
buyers will ask "Is it Reinforced?"

Advertising to about 5 million consumers is pointing up the benefits of concrete that is reinforced with welded wire fabric. It is telling them that concrete is 30% stronger when reinforced . . . that it costs only about \$35 for the average home, less than 1¢ a day in the cost of the average mortgage . . . that reinforced concrete is an *inexpensive* way to add permanent beauty and livability around the house . . . that this is one valuable feature which cannot be added after completion of the home. As a result, buyers will be looking for reinforced concrete in streets, sidewalks, floor slabs, patios, driveways. Be ready for the buyers' question, "Is it reinforced?"—send the coupon!

## Welded Wire Fabric

AMERICAN STEEL & WIRE DIVISION, UNITED STATES STEEL  
GENERAL OFFICES: CLEVELAND, OHIO

COLUMBIA-GENEVA STEEL DIVISION, SAN FRANCISCO, PACIFIC COAST DISTRIBUTORS  
TENNESSEE COAL & IRON DIVISION, FAIRFIELD, ALA., SOUTHERN DISTRIBUTORS  
UNITED STATES STEEL EXPORT COMPANY, NEW YORK

American Steel & Wire  
Dept. 2A-107, Rockefeller Bldg.  
Cleveland 13, Ohio

Today, rush a free merchandising kit  
which will help me to sell homes.

Name .....

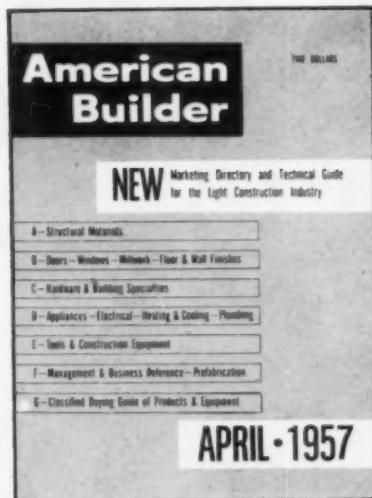
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Address .....

City ....., State .....

STATES STEEL

# If time means money to you...



## Here's how to save some!

**Here's a question.** Be honest! How much time do you waste every day looking for the answers to building problems? Fifteen minutes? You're wasting a week and a half a year. An hour? You're wasting six weeks.

**But you say**...it takes time to find the answers to building problems...planning, building, buying information you need every day. Sure it does, especially if you do your own research. But that's not necessary. AMERICAN BUILDER's editors have done it for you in the April issue. They've combined all the material you need into one big builder's directory. You know it...the *Marketing Directory & Technical Guide*.

**That's a mouthful**...but a meaningful one. For here's a directory that's loaded with planning, building, buying information. The kind you need every day. The kind you can waste hours looking for. It's here in one spot...classified for quick reference...specifically designed to save you time. Here's how...

**Seven big technical sections** help you plan, build and buy better. Six give detailed planning and designing information on every building problem...*Structural Materials*...*Doors, Windows, Millwork, Floor and Wall Finishes*...*Hardware and Building Specialties*...*Appliances, Electrical, Heating and Cooling, Plumbing*...*Tools and Construction Equipment*...*Management and Business Reference-Prefabrication*. The seventh (a *Classified Buying Guide of Products and Equipment*) helps you buy better.

**A reference file of free literature** describes and classifies all the catalogs and technical material available from building supply and equipment manufacturers. Free copies supplied through a convenient Reader Service postcard.

**Plus**...A List of Building Associations and Societies with the name, address and executive officer of each...A Trade Name Index giving the name and address of each manufacturer.

**Start today!** Refer to AB's Marketing Directory & Technical Guide every time you have a construction problem. It's free (part of your regular subscription), so why not put it to work? Why not take advantage of this time and money saving treasury of building facts?

**American Builder**  
**Marketing Directory & Technical Guide**



This new West Coast residence is "comfort engineered" with aluminum-clad insulation. Owner states that low monthly heating and air-conditioning bills are "unbelievable."

## Read what one builder says about aluminum-clad insulation

"As a builder, I will tell you in a few words what I think of aluminum-clad insulation as compared with FHA-minimum requirements—I am sold! I intend to install aluminum-clad insulation from now on in all the houses I build. And I intend to use it as a prime selling feature." So writes Sacramento builder A. L. Miller.

"At first, I was skeptical of the insulation manufacturer's claims. So, after installing aluminum-clad insulation, I tested my new 1,480-sq-ft residence with separate meters. After one year, total gas heating bill was \$36.17. Total electric charge for central air conditioning was \$18.54.

"These low costs are almost unbelievable, particularly compared with other houses in the same tract insulated to FHA-minimum standards. For one neighboring 1,390-sq-ft

house, the heating bill alone for one year was \$127.05."

Adequate insulation surfaced with ALCOA® Aluminum saves money two ways and provides comfort "difficult to evaluate in dollars," according to Mr. Miller. First, it permits top heating performance and central air conditioning with smaller units. Second, monthly utility bills are sharply reduced.

**ALCOA does not make insulation of any kind**, but ALCOA Aluminum Foil is used by most manufacturers to produce several types of insulation. ALCOA's new book, *Comfort Everybody Can Afford*, has been written especially for builders. It has valuable information about insulation that will help you sell better homes—faster. Please mail the coupon today for your copy.

"I am sold!" writes Engineering and Building Contractor A. L. Miller about aluminum-clad insulation. He measured annual cost of heating and air conditioning with separate meters.



**NEW!**  
**"ALCOA THEATRE"**  
 Exciting Adventure  
 ALTERNATE MONDAY EVENINGS

### Get all the facts now... free book

Aluminum Company of America, Industrial Foil Division  
 1610-K Alcoa Building, Pittsburgh 19, Pennsylvania

Gentlemen: Please send me free copy of your new book about insulation, *Comfort Everybody Can Afford*.

Name \_\_\_\_\_

Firm \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# BOOKS . . . for better planning . . .

## ► GENERAL REFERENCE

### **Simplified Carpentry Estimating** by *J. Douglas Wilson and C. M. Rogers*

Clear explanations of how to take off from a set of blueprints and specifications a bill of materials for the construction of a frame house. Arithmetical methods of accurately estimating and cross-checking against mistakes. Suitable for use of small contractors and lumber dealers. Widely adopted as a textbook for students. 5th edition. Pocket size. 304 p. 123 illus. 60 tables.

(#105) \$3.75

### **Time-Saver Standards**

by *The Editors of Architectural Record*

Of great utility to the architect and builder and many other technicians. A standard reference work kept up-to-date since its inception. Large page format, 8½ x 11, shows charts and illustrations in high legibility, along with text descriptive of every detail of building practice from site planning and functional elements to the latch on the door for all types of structures. 884 pages.

(#101) \$12.50

### **Richey's Reference Handbook**

by *H. G. Richey*

A working reference for builders, contractors, architects, building materials dealers, carpenters, and building construction foremen. Conveniently arranged for easy use. Among its complete coverage of topics are waterproofing, building stones, fireproofing, paperhanging, plumbing, heating and ventilation, electric wiring, hydraulics. Has glossary of engineering, architectural, and trade terms. 1,640 pages. 544 illus.

(#103) \$11.00

### **Contractor's Material List and Labor Cost Estimate Forms for Home Building**

A 15-sheet set of take-off forms for complete listing of materials and labor costs involved in the construction of a house.

(#108) \$1.00

### **The Business Law of Real Estate** by *Gerald O. and Lillian G. Dykstra*

For those engaged in any business or profession involving realty, including builders, homeowners, storekeepers, this is the ideal book for answering innumerable questions. 852 pages. 1956.

(#149) \$10.00

### **Specifications Kit for Home Building**

Simplified specification forms, which when properly filled out describe all materials, construction details, and quality of workmanship to be used in the erection of a home. Set of 14 different sheets.

(#109) 50¢

### **Handbook of Building Terms and Definitions**

by *Herbert R. Waugh and Nelson L. Burbank*

A dictionary which includes also architectural symbols, plumbing symbols, pipe fittings, geometric figures, and an illustration of the 100 principal parts of a house. 421 pages. Illus.

(#110) \$5.00

## Building Estimators' Reference Book

by *Frank R. Walker*

Latest estimating and cost data on everything that goes into a house, apartment, or institutional, commercial, or industrial project. Fully indexed. 14th ed. 1,774 pages. Vest-pocket size Estimator, 220 pages, free with Reference Book.

(#104) \$13.50

### **Hogg's Wage Tables for Building Contractors**

A complete set of wage tables worked out by quarter hours for any length of time from 1 to 60½ hours, and every wage rate from 75¢, increasing 2½¢ per hour to \$5.00 per hour. It also includes all odd rates in cents and quarter cents. Pocket size, flexible, loose-leaf bound.

(#102) \$6.00

## ► CARPENTRY

### **House Construction Details**

by *Nelson L. Burbank*

Drawings and photographs explain each detail step by step from foundation to finish. Tells how to alter stock plans and remodel as well as build new construction. 80 additional full-page drawings of house details. Conforms to national building regulations. 8½ x 11. 395 pages. 2,100 illus.

(#112) \$4.95

### **House Carpentry and Joinery**

by *Nelson L. Burbank*

5th edition. Latest accepted building methods for all phases of carpentry in and around the house. Contains clear details on house plans, excavations, foundations, roofing, stairs, hardware, built-in equipment, finishing, etc. Used by many schools as a textbook. 8½ x 11. 225 pages.

(#111) \$4.75

### **Fundamentals of Carpentry**

by *W. E. Durbahn*

Volume I—Tools, Materials, Practice (with glossary of Carpentry Terms). 374 pages. 234 illus. New 1956 ed.

(#113) \$3.95

Volume II—Practical Construction. 512 pages. 318 illus. New 1956 ed.

(#114) \$4.95

Complete house carpentry in two volumes. An outstanding value. 5½ x 8½. The 2 volumes.

\$8.50

### **Remodeling Guide for Home Interiors**

by *Ralph Dalzell*

How to improve the interior appearance of the home and make better use of space. 9 x 6½. 339 pages. 6 blueprints. Index. Illus. 1956.

(#150) \$4.95

### **Steel Square**

by *Gilbert Townsend*

Fundamentals plus step-by-step house construction problems as solved by proper use of the steel square. 5½ x 8½. 172 pages.

(#117) \$2.50

### **Stair Building**

by *Gilbert Townsend*

Fully illustrated guide to design and construction of stairs.

(#116) \$2.95

## ► CABINET MAKING

### **How to Build Cabinets for the Modern Kitchen**

by *R. P. Stevenson*

Over 70 fine detailed working drawings with materials lists and building details. A professional book for the builder or renovator. 7½ x 10¾. 246 pages.

(#119) \$4.95

### **How to Make Built-In Furniture**

by *Mario Dal Fabbro*

Instructions for constructing over a hundred contemporary built-ins. Pieces are included for living rooms, kitchens, play-rooms, attics, and cellars. Sequence plans and illustrations. 7¾ x 9¾. 288 pages. 1955.

(#123) \$6.95

### **How to Make Your Own Furniture**

by *Henry Lionel Williams*

Furniture building, including chapters on setting up shop, choosing tools and equipment, selecting the correct wood, finishing, and designing of furniture. Detailed drawings, instructions, and lists of materials with dimensions for a wide variety of pieces. 179 pages. 240 illus.

(#120) \$3.95

## ► MASONRY

### **Masonry Simplified**

by *Dalzell and Townsend*

Volume I—Tools, Materials, Practice. Information on materials, mixes, tools and their use and care; clay tile, brick, sidewalks, drives, floors, steps. 367 p. 210 illus.

(#121) \$5.40

Volume II—Practical Construction. Building forms, footings, foundations and waterproofing, beams, lintels, columns, chimneys, fireplaces, walls, septic tanks. 405 p. 257 illus.

(#122) \$5.25

### **Art of Bricklaying**

by *J. E. Ray*

Basic bricklaying job instruction. Many illustrations, glossary, special scaffolding and cement block chapters. 5½ x 8½. 240 pages.

(#130) \$4.50

### **Bricklaying Skill and Practice**

by *Dalzell and Townsend*

Technique and facts of bricklaying for the mason, the student mason, and the builder. 2nd revised ed. 1954. 5¾ x 8½. 195 pages. Illustrated.

(#125) \$3.50

### **Concrete Block Construction for Home and Farm**

by *J. Ralph Dalzell and Gilbert Townsend*

Planning and building the economical concrete block structure. 5¾ x 8½. 216 pages. 151 illus.

(#124) \$3.25

### **The Art of Tile Setting**

by *Erwin W. Carls and Lyle G. Wines*

Procedures in setting tile, with background of materials and tools necessary. Covers development in new tiles such as aluminum with baked enamel finish, steel, cement with terra cotta surface, plastics, and ceramic tile, with simplified methods of installing every kind. 224 pages. 129 illus.

(#127) \$3.95

# buying . . . building . . . selling

## ► PAINTING; FINISHING

### Painting and Decorating Encyclopedia

Edited by William Don Jarvis

A complete library of professional know-how on painting, decorating, and wood finishing in one easy-to-use volume. 8½ x 11. 288 pages. (#153) **\$5.45**

### Painting and Decorating Craftsman's Manual and Textbook

Sponsored by the Painting and Decorating Contractors of America

Handbook for journeyman painters and apprentices. Includes also chapters on wallpaper and fabric wall coverings and glossary of trade terms. Pocket size. 430 p. (#126) **\$2.00**

### Practical Estimating for Painters and Decorators

by William P. Crannell

A textbook in two parts: (1) arithmetical processes; (2) estimating. Problems arranged in order of difficulty, beginning with simple floor areas, followed by walls, ceilings, baseboard, openings, etc. Pocket size. 168 pages. 1948 edition. (#126) **\$2.00**

### Complete Book of Wood Finishing

by Robert Scharff

Latest methods, both brushing and spraying, for finishing every kind of wood. Fully illustrated. 298 pages. 1956. (#152) **\$4.50**

## ► PLASTERING

### Plastering Skill and Practice

by F. Van Den Branden and Mark Knowles

A modern book for both the journeyman and the novice. Among newer materials and methods described are sound-deadening acoustic plasters, machine process of plaster application, coating of steel members with plaster. 5½ x 8½. 298 pages. Fully illustrated and indexed. (#129) **\$4.90**

## ► PLUMBING

### National Plumbing Code

by V. T. Manus

Illustrative interpretation of the National Plumbing Code. Of interest to builders, master and journeyman plumbers, and others allied. 188 p. 200 illus. 1956 ed. (#131) **\$4.00**

### How to Design and Install Plumbing

by A. J. Matthias Jr. and E. Smith Sr.

Study of plumbing design, installation, fixtures, drainage, sewage, water supply, and typical specifications of system in an actual house. 5½ x 8½. 444 pages. 406 illus. and tables. Blueprints. 3rd ed. (#133) **\$4.25**

## ► ELECTRIC WIRING

### Interior Electric Wiring and Estimating—Residential

by Uhl, Dunlap, and Flynn

Text and workbook on house wiring and estimating. 5½ x 8½. 326 pages. Fully illustrated. (#135) **\$4.25**

## ► ACOUSTICS

### Acoustic Principles—Practical Application

by D. J. W. Cullum

A key to acoustic problems. Important constructional features are selected for analysis, with common acoustical faults pointed out as well as those features which have given satisfaction. Treats, noise reduction, isolation, amplification, reverberation, vibration, insulation; floors, ceilings, walls, partitions, doors, windows; machinery isolation. 200 p. 1955 ed. (#139) **\$2.00**

## ► TEMPERATURE CONTROL

### Heating, Cooling, and Air Conditioning Handbook

by H. P. Manly

Working and reference manual for selection, installation, and maintenance of heating, cooling, or air-conditioning equipment in buildings of all but the largest sizes. Includes 64 tables and charts with 6 pages of various regional conditions. 4½ x 7½. 758 pages. 1947 ed. (#136) **\$4.00**

### Steam and Hot Water Fitting

by W. T. Walters and B. E. Ferrell, Jr.

Selection, design, and installation of steam and hot water systems. Chapters include Tools, Pipe and Fittings, Boilers, Steam Systems, Hot Water Systems, Radiant Heating. 5½ x 8½. 239 pages. 211 illus. (#138) **\$3.50**

## ► COMMERCIAL STRUCTURES

### Motels

by Geoffrey Baker and Bruno Funaro

An up-to-date book for everyone concerned with the fast-growing motel field. Hundreds of photos and plans credited to 112 architects, designers, and other sources make this a stimulating book. Such factors as lighting, heating, air conditioning, sound-proofing, site planning, parking, pools and play areas, furnishings, laundries, restaurants, also are included. 9 x 12. 264 pages. 1955. (#148) **\$13.50**

## ► LANDSCAPING

### A Guide to Home Landscaping

by Donald J. Bushey

Guide to landscaping property for maximum use and enjoyment, including site and house location, drainage, drives and sidewalks, lawns and other plantings. 288 p. 6 x 9. Illustrated. 1956. (#151) **\$4.95**

## ► ARCHITECTURAL

### Climate and Architecture

by Jeffrey Ellis Aronin

All the elements of climate are described in full, acquainting the reader with the limitations that are imposed on buildings by climate—sun, temperature, wind, precipitation, lightning, humidity—and their control through orientation and planning. A well-planned and beautifully printed book including 55 tables and 300 illustrations presenting problems and solutions clearly and logically. 9 x 12. 304 pages. (#144) **\$12.50**

## ► AN AMERICAN ARCHITECTURE

by Frank Lloyd Wright;  
edited by Edgar Kaufman

A beautiful volume that will be highly prized by all who enjoy the works of this famous architect, teacher, and personality. 9½ x 12½. 269 pages. 250 illus. (#145) **\$10.00**

## ► DRAWING

### Architectural Drawing for the Building Trades

by Kenney and McGrail

Practical drawing instruction for builders, contractors, draftsmen, and students, demonstrated by drawings, explanations, and instructions. 8½ x 12. 128 pages. (#141) **\$4.80**

## ► BLUEPRINT READING

### Blueprint Reading for the Building Trades

by J. E. Kenney

A basic book that explains what blueprints are, how they are drawn, how used. Drawings designed for use in building technology courses, with question-and-answer approach. 9 x 12. 160 pages. 2nd edition, 1955. (#140) **\$4.75**

### Blueprint Reading for Home Builders

by J. Ralph Dalzell

How to visualize and read blueprints in a way helpful to builders and their mechanics, and to realtors, homeowners, and all concerned with the erection, improvement, and repair of buildings. Instructively progresses through the reading of three complete sets of working drawings. 9 x 12. 138 p. 1955. (#142) **\$5.50**

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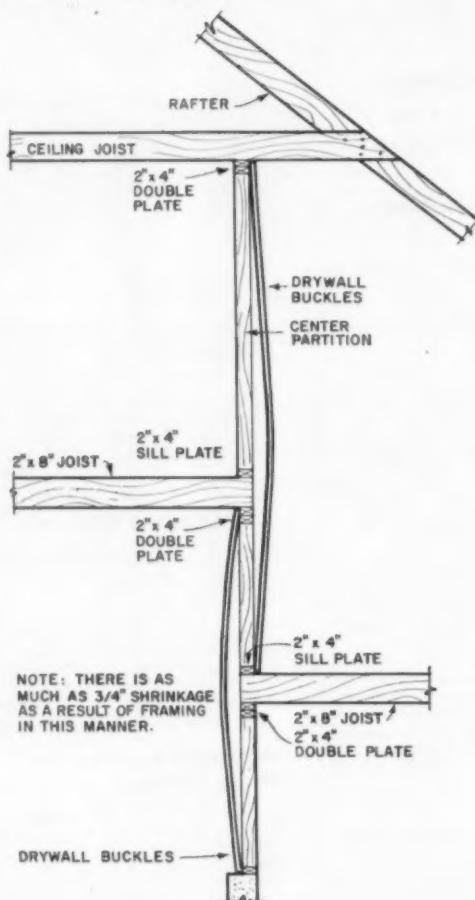
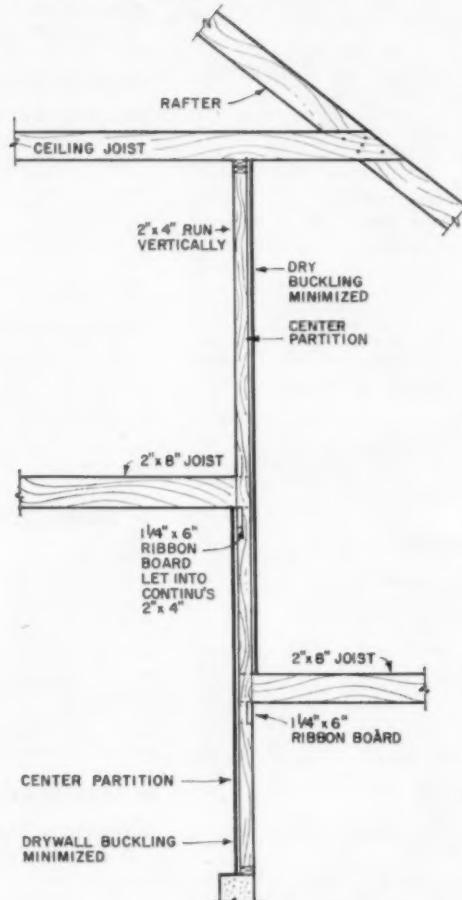
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## Better detail of the month

CONVENTIONAL FRAMING  
BUCKLES DRYWALLBALLOON FRAMING  
MINIMIZES SHRINKAGE

### How to reduce settlement in split-level framing

Here is a good method for framing split-levels. It not only gives a better job, but also realizes a saving in lumber. It also eliminates many complaints. This method applies to split-levels in general, but applies particularly to the front-to-back split-level.

In the conventional framing of a split level (shown at the left in the above drawing), there are many plates and beams which dry out. This is due to the fact that the greatest shrinkage in the wood is in its cross section. With some type of split-

levels, there might be as much as an inch or more of settlement. This causes the walls and the floors to pitch from the outside wall toward the center.

The problem can be eliminated, to a great degree, by balloon framing your center partition as illustrated in the drawing at the right. If you use this method, you will find it no more difficult than the method of framing you've used before. The main point to keep in mind is to frame so that the settlement will be even. *Data courtesy of F. A. Clauson, Tech Committee, L.I.H.B.I., Inc.*

# Distinguished walls help sell homes



## SIMPSON TOASTED 'V' GROOVE REDWOOD PLYWOOD

This beautiful Simpson Toasted "V" Groove rift grain redwood plywood paneling can be the difference that makes the sale! It has a distinction about it that prospects like.

It is planked with toasted "V" grooves embossed at intervals of 5, 11, 7, 9, 10 and 6 inches across the width of each panel. Every second groove falls 16 inches O. C. to serve as built-in stud locators for nailing. And because the edges of these panels are beveled, joints don't show.

Toasted "V" groove paneling is low in cost, yet it adds many, many dollars to the appearance value of your homes. So for the strikingly beautiful wood that helps make homes sell on sight use Simpson Toasted "V" Groove redwood plywood paneling. Simpson Toasted "V" Groove plywood paneling is also available in fir, Philippine mahogany and knotty pine.



# Simpson M&M

## PLYWOOD & DOOR PRODUCTS

You can rely on Simpson for a complete line of specialty plywoods and doors, plus Acoustical, Insulating Board and Hardboard Products.

Simpson Logging Company, Sales Office,  
Plywood & Doors, Room 801-B  
2301 N. Columbia Blvd., Portland 17, Oregon

FREE Toasted "V" Groove Redwood sample together with Simpson's new 36-page booklet, "Manual on Finishing Plywood," which has 68 full-color finish illustrations plus decorating ideas and suggestions for the use of plywood in the home.

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ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ PLEASE PRINT \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

PD-79

## Catalogs . . .

**LOW COST PROTECTION** suggested with M-A Ancover, a pure polyethylene protective material. Pamphlet illustrates with photographs eight possible uses of Ancover in the building field; describes types, gauges, and other characteristics. More information from McLaurin-Angier Co., Dept AB, Needham Heights 94, Mass.

Circle No. 054 on reply card, p. 112

**PANEL-TYPE STEEL** buildings from Stefco offered in a colorfully illustrated catalog. Shown are four types of panel-type buildings along with seven different window and door combinations, all usable for truck depots, field offices, tool rooms, etc. From Stefco Mfg. Co., Dept. AB, P.O. Box 25, Cincinnati 36, Ohio.

Circle No. 055 on reply card, p. 112

**BATHING BEAUTIES** by Alliance Ware is a 16-page, four-color cat-

alog that covers the firm's complete line of bathtubs, lavatories, water closets and sinks. Contains many bathroom plans, decoration schemes and designs to aid builder in selecting and merchandising fixtures. Alliance Ware Inc., Dept. AB, Alliance, Ohio.

Circle No. 056 on reply card, p. 112

## NOW...



## 3 TEXTURES 16 Modern COLORS

For every job . . . no matter how big . . . Tebco Face Brick offers the perfect combination of texture and color for the greatest beauty. Three textures—Smooth, Vertical, and Matt—complement every type of architecture. Sixteen modern colors in Standard and Norman sizes, give custom-color styling. No other

material can do so much to insure a strong, beautiful, distinctive building exterior. Tebco Brick is produced at the rate of 50-million a year, and excellent shipping facilities supply every job promptly . . . no matter how big! Write for Portfolio of full-color literature on Tebco Face Brick.



ONE CALL BRINGS YOU ALL  
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Evans Clay Pipe, Wall Coping, Flue Lining, Septic Tanks, and other famous Evans Vitrified Clay Products are available for prompt delivery at all times. Phone your orders to Evans now!

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THE  
**EVANS**  
BRICK COMPANY

**PEG-BOARD** panels and fixtures and how to make them work in your houses is the subject of a 12-page booklet from Masonite. Decorative as well as functional applications of "Peg-Board" panels and fixtures are presented with many illustrations, photos, sizes, etc. Masonite Corp., Dept. AB, 111 W. Washington St., Chicago 2, Ill.

Circle No. 057 on reply card, p. 112

**COOL AIR** systems from Warren Webster illustrated in an information-packed 12-page brochure. Different types of air conditioning systems are illustrated and explained together with cutaway drawings, dimensional detail sketches, and specifications. From Warren Webster & Co., Dept AB, Camden 5, N.J.

Circle No. 058 on reply card, p. 112

**LOUVERED DOORS** and shutters of almost every variety presented in an eight-page booklet from Louvercraft. Many different styles of movable window shutters and doors are shown, together with possible uses, how to measure, and construction details. Louvercraft Inc., Dept. AB, 1185 2nd Ave., New York 21, N.Y.

Circle No. 059 on reply card, p. 112

**ON-THE-JOB SERVICE** for contractors suggested by Bettis in a leaflet illustrating their portable water cooler. Heavy duty galvanized steel cans provide sanitary, clear, cool water for workers. Sizes, weights, cutaway drawing in pamphlet. Bettis Corp., Dept. AB, P.O. Drawer 9365, Houston 11, Tex.

Circle No. 060 on reply card, p. 112

**ALL-ALUMINUM** swimming pools for private homes, motels, developments, and parks offered in a four-page booklet from Chester Pools. Photos, cutaway drawings, construction sketches, as well as plenty of information included. Chester Products Co., Dept. AB, N. Fifth St. at Ford Blvd., Hamilton, Ohio.

Circle No. 061 on reply card, p. 112

AMERICAN BUILDER

**Black & Decker TOOL OWNERS AGREE**  
**Let the men who**  
**make 'em-fix 'em!**



**Swiftly Service says:**  
 "Local Black & Decker  
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Service  
 means longer life,  
 better performance  
 for your B&D Tool!"

**Free Tool Inspection**  
**Standard B&D Guarantee**

Look under *Tools-Electric* in *Yellow Pages*  
 or write us for address of nearest Factory  
 Service Branch. THE BLACK & DECKER  
 MFG. CO., Dept. S4210, Towson 4, Md.



**Black & Decker®**

QUALITY ELECTRIC TOOLS

time  
 proved  
 quality

in the wall  
 SLIDING  
 DOOR  
 FRAMES



**NORDAHL**

WARDROBE  
 HARDWARE

NORDAHL MANUFACTURING CO.

180 WEST ALAMEDA, BURBANK, CALIFORNIA



**COST CUTTER**  
**LION UNIVERSAL TRIMMER**

Accurate, razor-like cut any way  
 of grain. Quick adjustments to  
 45 degrees or 90 degrees. Miter,  
 bevels, squares, chamfers—hun-  
 dreds of uses! A time saver on  
 every job.

WRITE FOR FULL INFORMATION

**POOTATUCK CORP.**  
 50 Old Stratford Rd.  
 Shelton, Conn.



**WAL-LOK (MORTAR JOINT REINFORCING)**  
**6 POINTS of SUPERIORITY**



1 WAL-LOK is Deformed,  
 Knurled and welded without  
 impairing tensile strength—  
 Assures positive bond for full  
 length of structure.

2 Cross Bars hold WAL-LOK  
 up—for complete bond with  
 mortar all the way around.

3 WAL-LOK is packaged (25  
 twelve foot sections per bun-  
 dle) for easy handling, fewer  
 splices, less waste.

4 SuperStandard has 8 ga.  
 side rods—more bonding sur-  
 face, greater tensile strength  
 than 9 ga. and is the mini-  
 mum recommended by the  
 National Bureau of Stan-  
 dards.

5 WAL-LOK and only WAL-  
 LOK gives the same bondage  
 per square inch of surface  
 with SuperStandard grade as  
 with the Extra Heavy grade.

6 WAL-LOK is manufactured  
 in one factory—quality con-  
 trol is strictly maintained—  
 immediately available, every-  
 where through leading dis-  
 tributors and dealers.

WRITE FOR YOUR COPY OF  
 THIS 4-PAGE FOLDER TODAY!!

**ADRIAN PEERLESS, INC.**  
 1412 E. Michigan • Adrian, Michigan



**WAGNER GARAGE DOORS**



see our catalog in  
**S Sweet's**  
 or write for copy

WAGNER MANUFACTURING CO.  
 A.B.57 Cedar Falls, Iowa



**FREE!**

literature describing and illustrating latest  
 developments in perimeter heating. Includes  
 information on how to save up to 50% in  
 time and material by using International  
 FIBRE DUCTING in basementless concrete  
 slab homes. **Mail This Coupon Today!**

Rush by return mail latest developments in perimeter  
 heating.

NAME \_\_\_\_\_

FIRM \_\_\_\_\_

ADDRESS \_\_\_\_\_

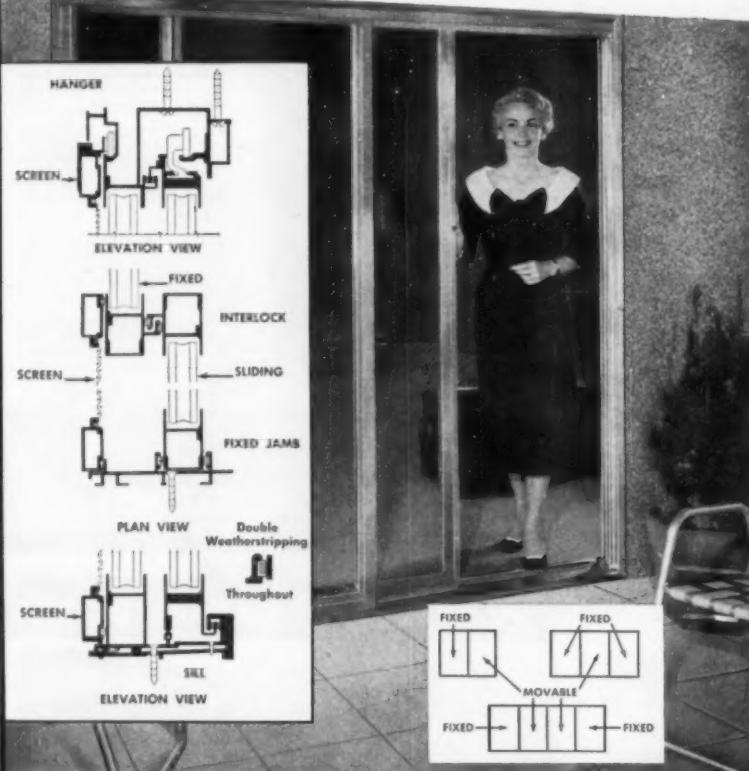
Agents and  
 Distributors  
 Wanted . . .  
 Write Today

**International**

**FIBRE DUCT DIVISION**  
 3800 Park Ave., St. Louis 10, Mo.

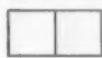
# New Fleetlite Sliding Glass Door

Designed Especially for Northern Weather

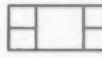


Now you can specify Fleetlite Sliding Glass Doors or attractive Picture Walls that block winter winds and western dust storms yet bring outdoor beauty into any room. Your clients will appreciate the extra benefits of this quality engineered trouble-free construction.

Doors slide silently and easily on overhead ball bearings. Screens glide on nylon rollers. Doors interlock with double mohair weather stripping on all four sides. Specially designed aluminum extrusions provide rigidity and maintain alignment. You can specify plate glass or insulating glass up to one inch thick.



Double Horizontal Sliding Windows lift out for easy cleaning. Mohair weatherstripped.



Picture window combination with double, double-hung flanking windows.



Jalousie Windows and Doors protect in any climate. Inside screens replaceable with storm sash.



FLEET OF AMERICA, INC., 2009 Walden Ave., Buffalo 25, N.Y.

Achieve design harmony with matching Fleetlite double hung and sliding windows.

Please send literature on:

- Sliding Glass Doors
- Horizontal Sliding Windows
- Double - Hung Windows
- Jalousie Windows and Doors

Name.....

Address.....

City.....

State.....

## NATIONAL NEWS:

Women's Housing  
Congress opens  
this month

The Congress of Better Living, sponsored by McCall's Magazine, will be held Oct. 9-11.

Purpose of the congress, which will bring a representative cross-section of women from all over the country to Washington, D.C., is to find out what American families really consider necessary in their new homes.

This is the second conference of its kind. Last year, 100 women who attended a government-sponsored Women's Congress on Housing said they wanted "more space and fewer gadgets." Recommendations made by the women were included in demonstration houses exhibited by the National Retail Lumber Dealers at their 1956 exposition.

Plans for the 1957 meeting were made by Franklin Greene, chairman of the board of trustees, Woman's Housing Congress, Inc.; Annabelle Heath, assistant administrator, HHFA; Albert Cole, HHFA administrator; and Otis Wiese, editor and publisher of McCall's.

## BOB SCHMITT: PRODUCT LIST

(Continued from page 71)

Perma Products Co.: siding shingles. Masonite: Panelgroove siding. DuPont: paint.

Armstrong Cork: asphalt tile.

Kentile: vinyl asbestos tile.

Vis-Queen: polyethylene vapor barrier.

Lennox: furnaces.

Hotstream: hot water heaters.

Fenestra: sliding aluminum doors. Nu-Tone: doorbells and ventilators.

Philco-Bendix: washers and dryers. Frigidaire: refrigerators.

Youngstown: kitchen cabinets.

Given: garbage disposers.

Formica: counter tops.

Ingersoll - Humphreys: wall-hung toilets.

National Gypsum: wallboard.

Roddis: prefinished paneling.

Curtis: windows, trim, doors.

Crawford: garage doors.

Pittsburgh Plate: "Twindow" glazing.



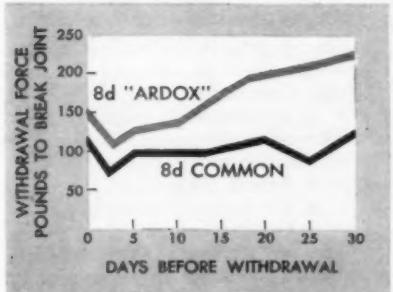
## "ARDOX" SPIRAL NAILS provide higher count per pound

ARDOX spiral nails cost less per nail because the user gets more nails per pound. The spiral in the nail results in lower weight per nail. For example, there are approximately 4,100 more nails in a 100 lb. box of  $2\frac{1}{2} \times 10\frac{1}{2}$  ARDOX spiral nails than there are in a 100 lb. box of similar length common nails.

Get the facts about this superior, threaded-to-the-head nail, made from J&L high quality, higher carbon steel. For complete information on how

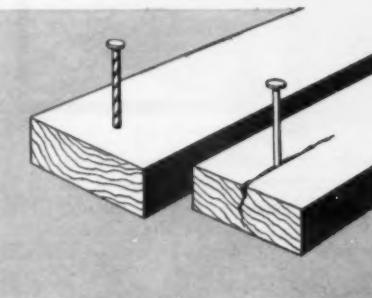
ARDOX full spiral nails can cut your costs, write to the Jones & Laughlin Steel Corporation, Dept. 439, 3 Gateway Center, Pittsburgh 30, Pennsylvania.

**JL** **Jones & Laughlin**  
**STEEL . . . a great name in steel**



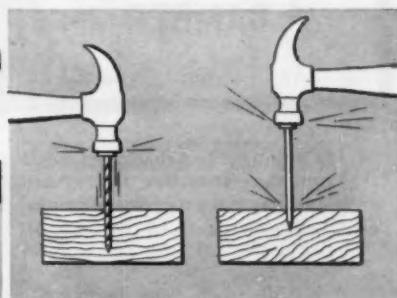
### INCREASED HOLDING POWER

The ARDOX full spiral shank nail develops up to twice the holding power of equivalent common nails . . . gives you stronger, longer-lasting construction. Graph proves holding power of eight penny ARDOX nails driven into white pine, 10% moisture.



### LESS SPLITTING

The ARDOX spiral nail turns like a screw when driven . . . threads its way into the wood with minimum fiber damage. The stiffer shank of the ARDOX spiral nail, with less metal bulk, greatly reduces the tendency to split.



### EASIER DRIVING

Despite greater holding power, the ARDOX spiral nail actually requires less driving force. It speeds construction, reduces operator fatigue. Laboratory and field tests prove that ARDOX spiral nails are up to 30% easier to drive.

# new!

The only fireplace unit  
complete from hearth to flue with  
exclusive Pressure-Seal Damper

**HEATILATOR®**  
*Pacemaker*  
FIREPLACE UNIT

**Complete form for the masonry.** Firebox, Pressure-Seal Damper and smoke dome in one unit helps speed fireplace construction, insures a fireplace scientifically designed to prevent smoking.

**Saves winter house heat, summer air conditioning—prevents downdrafts.** Exclusive Pressure-Seal Damper seals the throat airtight when fireplace is not in use.



**Specially created for  
OPEN-SIDED FIREPLACES!**

**HEATILATOR  
UNIVERSAL  
DAMPER**



It's a known fact that open-sided fireplaces—attractive as they are—present real problems of smoke and draft control. To improve the sales appeal of your open-sided

fireplaces, specify that your mason contractor use Heatilator Universal Dampers—the damper designed to overcome these problems.

Available from your building materials dealer or mason supply house, or write Heatilator Inc., Division of Vega Industries, Inc., 8210 E. Brighton Ave., Syracuse 5, New York.

**HEATILATOR FIREPLACE**

## OUTDOOR ADVERTISING

(Continued from page 75)

other TV station showed film clips of the development and again the design was widely seen. The builders, of course, also repeated the logo in all their brochures, mailings, and miscellaneous sales literature.

- The trouble with outdoor advertising. It won't do everything. Here are some of its limitations:

- Selling copy is limited to a few words or a reminder.

- No editorial or entertainment program to win your audience.

- No selectivity or readership, other than by geographic coverage or by aiming the message appeal at a specified age group, sex, income level, etc.

- Circulation is hard to estimate in unadjudicated areas.

- Some painted displays require a contract for from 1 to 3 years.

- The home builder must supply the posters, which can be expensive.

- In some cities there is a ban on posters.

- Dos and don'ts. Here's how to get the most mileage out of outdoor advertising:

- Keep your message brief—but don't be vague.

- Design your copy for fast-moving audiences—but don't use a lot of colors; use bold contrasts.

- Make figures easily recognizable (silhouettes are important)—but don't crowd your signs.

- Don't use ornate, unusual lettering (plain sans-serif characters of fairly thick lines are most legible.)

- Prepare your campaign scientifically, well in advance of the date you want it to begin, in order to insure yourself of the locations you want—don't trust to luck.

- Aim your copy directly at your prospect: use the "you" form—but don't use unfamiliar words and illustrations.

- Be consistent; create a family likeness in all your advertising and tie them in with each other.

- Repeat your message.

- Use human interest copy.

- Get out and ride through the area and explore all the possibilities before you select your locations.

- Get help from a local advertising agency or the local outdoor advertising company. Don't rely on amateurish work.

- Try to develop copy and design ideas that set your name and houses apart from those of others.

**COST PER SQUARE FOOT**

**\$999**



**HIGH SCHOOL, PAYSON, ILLINOIS**



ARCHITECTS: Hafner, Hafner and Stronckmeyer, Quincy, Illinois

CONTRACTOR: Ostrum and Maguire Construction Company, Inc., Galesburg, Illinois

## "COMPLETION TIME EXCELLED"

"client was very pleased" . . . "completion time of the work was considerably excelled" . . . "square-foot cost of building was considerably reduced" . . . "has a definite 'quality' appearance secured at economy prices."

Try as we will, we can't improve on these statements by the contractor and architect. You and your clients will be well pleased with the warmth and beauty and speed of erection of Rilco laminated-wood members. Because they are cut, finished and drilled at the factory, they save time and money on the job.

Rilco engineered arches, trusses, beams and deck could be the answer to one of your problems. For more information write

**RILCO**  
*works wonders with wood*  
**RILCO LAMINATED PRODUCTS, INC.**  
W-811 1st National Bank Building  
St. Paul 1, Minnesota

District Offices: Newark, N. J.  
Fort Wayne, Ind., Tacoma, Wash.



## **Versatile "HI-JACK"**

**A REAL HIGH LIFTER  
Can Be Useful in Many Time  
and Money Saving Ways!**

### **OPERATION OF THE HI-JACK:**

Thread a 2 x 4 through the gripping dogs and place the jock in desired position.

### **To raise:**

Insert the handle into the opening lever socket then raise and lower handle successively until object raised is in desired position.

### **To lower:**

Insert the handle into the socket on the operating lever. Apply a downward pressure so that the top dog releases its bite on the 2 x 4. Then by raising the lever on the top dog the load may be lowered by letting the handle raise slowly. As the handle approaches the top of the stroke allow the upper dog to bite into the wood. Continue to raise handle until the lower dog releases grip. Then lift the lever on the lower dog and allow the handle to drop approximately  $\frac{1}{2}$  stroke.

### **HI-JACK OPERATES ON A 2 x 4**

Any length for fast, high lifting jobs, such as raising a wall in house building.

✓ Approved by the Department of Labor and Industry Safety division of the State of Washington.

✓ Used in placement of sub-assemblies in the light construction field, the jock climbs a 2 x 4. Designed to reduce man hours in framing. A few accomplish the work of many.

✓ "HI-JACK" adapts itself to wall raising, tying-in, and the raising of timbers for high placement. Effects savings to the extent of cost of one jack per house.



MANUFACTURED AND DISTRIBUTED BY:

**OLYMPIC FOUNDRY Co.**

**IRON FOUNDERS**

Seattle, Washington

Rainier 7123

5200 AIRPORT WAY

WASHINGTON—ALASKA—NORTHERN IDAHO AND MONTANA  
(Pat. Pend.) VAN DAAL Distributors for  
1749 First Ave. South SEneeca 5900 Seattle

**Save Time and Money . . . Avoid Mistakes . . . Use**

## **SIMPLIFIED CARPENTRY ESTIMATING**

HERE IS EVERYTHING YOU NEED to know to "take off" a bill of materials from set of plans and specifications for a frame house. Saves you time figuring jobs, protects you against oversights or mistakes that waste materials and cost money. Nothing complicated—just use simple arithmetic to do house carpentry estimating with this easy-to-use ready reference handbook.

CONTENTS: Estimating Fundamentals. Foundation Material. Framing. Exterior Finish. Hardware. Building Information. Estimating Short Cuts. Labor Hours per Unit of Work. Carpentry Mensuration. Mathematical Reference Tables. Stair Estimating. How to Plan a House.

5th Ed. 304 p. 123 illus. 60 tables. 5x8. \$3.75



### **FREE EXAMINATION COUPON**

Simmons-Boardman Books, Dept. AB-1057  
30 Church St., New York 7, N. Y.

Please send me a copy of *Simplified Carpentry Estimating*. If after 5 days trial I am not fully satisfied, I'll return it and owe nothing. Otherwise I'll keep the book and send \$3.75 plus a few cents for postage and handling in full payment.

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

**SAVE.** Send \$3.75 with your order. We pay postage, handling. Same trial terms.

# RAYNOR OVERHEAD GARAGE DOOR

means the **BEST**  
to Home Buyers  
Everywhere!



Here's what the  
**RAYNOR** name  
does for you!

- ↓ A Raynor door enhances the builder's home with greater sales appeal
- ↓ A Raynor door provides the home owner with a lifetime of reliable service
- ↓ A Raynor door establishes the builder's reputation for quality

Many builders and contractors have discovered a very important fact. When Raynor doors are installed, their homes sell faster! Prospective home buyers feel that if their builder specified a Raynor Garage Door, other quality equipment is used throughout the house . . . they can buy with confidence. Raynor doors are designed and engineered for lasting durability and service . . . they are considered the **BEST** by buyers and builders alike.

Know this MARK of QUALITY

RAYNOR MANUFACTURING COMPANY Department AB-1057, Dixon, Illinois	
Please send descriptive literature and the name of my nearest Raynor representative	
Name . . . . .	
Street . . . . .	County . . . . .
City . . . . .	Zone . . . . State . . . .

## PRODUCT LIST FOR BLUEPRINT HOUSE

Architect Charles Goodman specified these products; processes:

Alcoa: sheet aluminum; extruded aluminum forms; fasteners; roof tongs, breather vent.

Armstrong Cork: vinyl floors.

Century Lighting: light fixtures.

Ceramic-Mosaic Tile: bathroom wall covering.

Charles Parker: bath accessories.

Consolidated Industries: air diffusers; ceiling rings; roof paint, wall panels; roof vent housing.

Ductless Hood: kitchen exhaust, hood.

DuPont: lacquer, thinner, primer.

Engineered Products: cabinet door catches.

Erdle Perforating: heater room doors, breather vent.

Faultless: cabinet, drawer pulls.

Flexible Tubing: dryer vent kit.

General Bronze: sliding-glass doors, aluminum windows.

General Electric: kitchen, heating, air conditioning.

Glynn Johnson: cabinet door catches.

Hall Mack: bath accessories.

Har-Vey: slide fold hardware.

Kenilworth Steel: pattern roof.

Knap & Vogt: pole standards.

Leviton: cover plates.

Lightcraft: lighting fixtures.

Lightolier: lighting fixtures.

McKinney: hinges.

Metal Masters: gable flashing; light diffusers; roof vent frame; foundation clip angles; termite shield corners; roof crosses, straight and angle tees, eave fascia punch out, batten clips; grilles; roof vent housing. Minnesota Mining: drywall adhesive for ceramic wall tile.

National Electric Products: floor duplex receptacles.

National Homes: components for walls, partitions, posts, columns, window and door frames.

Panelfab: doors.

Rigidized Metals: pattern doors.

Ruby-Philite: lighting fixtures.

Ruud: water heater.

Schlage Locks: locksets.

Stanley Works: door pulls.

Stolle: "Alumilite" inside trim; color "Alumilite" exterior and interior doors; color "Alumilite" grilles.

St. Regis Panelyte: counter tops.

Suydam Div., Pittsburgh Plate Glass: caulking tape.

Westinghouse: washer and dryer.

## SURE SIGN OF MORE VALUE AT VERY LITTLE COST...



### For all types of windows and doors

By using National Weatherstripping on the homes you build, you can give your buyers extra value for their money. That's because National Products make any house more weatherproof, more comfortable, and much less expensive to maintain. Yet, the added buy appeal of National Weatherstripping costs only a few dollars per house—certainly a worthwhile investment in added customer satisfaction, quicker sales, and greater profits.

### PACKAGED WEATHERSTRIP



Made and stocked in sizes for all standard windows and doors. National Packaged Weatherstrip is furnished in individual cartons. Each carton contains enough prefabricated material for one window or one door, with sufficient screws and nails.

### COLUMBIA SPRING WEATHERSTRIPPING



National's Columbia Spring Weatherstripping is available in either bronze or aluminum. It's furnished in 17' or 100' rolls, pre-punched and with an ample supply of nails, ready for speedy, simple installation.

### NATIONAL THRESHOLDS, SILLS, SADDLES



All are supplied pre-cut to standard sizes, polished, and completely machined and individually wrapped with necessary screws and hooks. They're made of aluminum or bronze in a number of styles to suit any requirement.

### LOOK TO NATIONAL FOR HIGHEST QUALITY

- Metal weatherstripping • Special rolled moldings • Linoleum binding and edging • "Tripl-Tite" aluminum siding • Porcelain enamel building panels • Porcelain enamel signs

Order from your dealer today . . . or write for details!

#### Weatherstrip Division

National Metal Products Co.

2 Gateway Center

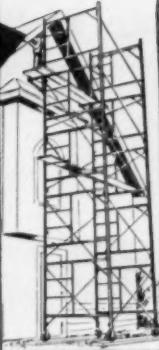
Pittsburgh, Pa.

Member: Weatherstrip Research Institute



For New  
CONSTRUCTION  
and  
REMODELING

**MARVEL**  
TUBULAR STEEL  
SCAFFOLDING  
FITS THE JOB  
FASTER  
and SAFER!



New Patented

**MARVEL VISE-LOCK**  
with non-removable Wing Nut is  
the SAFEST LOCK in the Industry.  
No Tools Required.

**MARVEL Safety-Lock**  
**TRESTLES**

are Instantly  
Adjustable UP or  
DOWN. No Tools  
Required. Nothing to  
Wear Out.

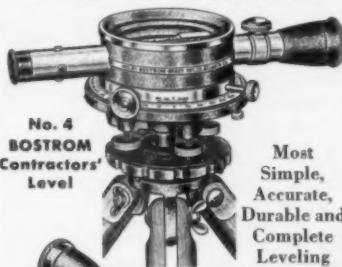
**4 Sizes**  
16" extends to 26"  
20" extends to 32"  
36" extends to 52"  
48" extends to 72"

Write for literature

**MARVEL EQUIPMENT CORP.**  
OSHKOSH, WISCONSIN  
In the Scaffolding Industry Since 1939

### Improved BOSTROM Levels

These Instruments now have Coated Lenses,  
16 Power, 1 1/4" Objective Lens, Internal  
Focusing, Dust Cap and Sun Shade.



Most  
Simple,  
Accurate,  
Durable and  
Complete  
Leveling  
Instruments  
in their  
price range.

Used and  
Endorsed  
by Builders  
and  
Contractors  
everywhere.

Sold on  
guarantee  
of  
satisfaction  
or  
money back.

BOSTROM Levels are carried in stock by  
distributors from coast to coast. Write today  
for literature, prices and name of our dis-  
tributor near you.

**BOSTROM-BRADY MFG. CO.**  
535 Stonewall St., S.W., Atlanta 3, Ga.

# ALLITH

50-50 PUSHOVER  
GARAGE DOOR HARDWARE

USE YOUR OWN OR  
ANY STANDARD DOOR

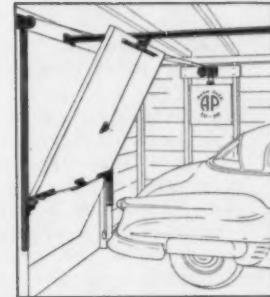
NO MAINTENANCE COSTS

SIMPLIFIED INSTALLATION

ADAPTABLE FOR ANY  
TYPE GARAGE

ALLITH hardware works with equal efficiency on  
either custom or mill-made doors. All working  
parts simple and sturdy—no springs to stretch or  
loosen. All hardware parts inside and protected  
from weather.

Unit shipped complete to the last screw. Quickly  
and easily installed. Standard set fits any opening  
up to 9' wide x 7'6" high when doors do not ex-  
ceed 275 lbs. Other sets available for openings up  
to 10' wide x 10' high. Write for details.



MANUFACTURED BY

**ALLITH**  
**PROUTY, INC.**

DANVILLE,  
ILLINOIS

### BAR-BROOK BREEZEBUILDER® Package Unit FANS



Fast, low cost  
installation.  
Profitable for  
the builder.  
Cool comfort  
for the buyer.

Model No.	CFM Free Del.	Ceiling Opening	Height
AVP-30	5000	31"x31"	18 1/4"
AVP-36	7500	36"x36"	18 1/4"
AVP-42	10000	42"x42"	20 1/4"

Built-in ceiling shutter, manual or automatic.  
Fan, motor and shutter completely assembled and  
wired as single unit. UL Approved. Contractors  
say Bar-Brook Units are easiest and fastest to  
install.

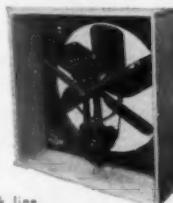
### BAR-BROOK

#### Breezebuilder ATTIC TYPE FANS

For horizontal or vertical  
operation. Six sizes  
30", 33", 36", 42",  
48", 54".

*Certified Ratings*  
UL

WRITE FOR  
CATALOG . . .



**BAR-BROOK MFG. CO., INC.**

6135 Linwood Ave., Shreveport, Louisiana

### TIMBERLOCK

SPLIT RING CONNECTORS and FRAMING ANCHORS

engineered,  
tested  
and approved



25% under standard  
prices. Excellent  
quality.

Extensively used in  
government and  
private construc-  
tion. 2 1/2" and  
4" LD.

**COST  
LESS**



- Precision  
manufactured  
of 18 gauge  
zinc coated steel.
- Measures 4 1/4" high.
- Extra strength factors.

for **Free**

catalog



Write to P. O. Box 652  
MARSH Division of

**F. D. KEEES MFG. CO.**  
OMAHA, NEBRASKA

# The Month Ahead

## "HIDDEN VALUES"

Know what a "Hidden Value" is? If you don't turn to page 104 of this issue and find out. It might fatten your wallet.

Once you know what we mean by a Hidden Value, get busy and figure out the best way to promote it. Then write a brief description of your promotion, take some pictures of it, and attach all of this to your entry for our Best Model Homes Contest. You'll be doing yourself a double service. First, you'll be using a sales tool that can give your sales program a big boost. And second, you may win the International Harvester truck, or one of the many other prizes we're giving away for the best "Hidden-Values" promotion. (See pages 103-106.)

## NAHB CONTEST

The last lap of NAHB's contest for small volume builders is deadlined for Dec. 1.

This part concerns the best presentation of a model house.

Even if you don't ordinarily sell from a model, you must have techniques for making your current house-for-sale as attractive as possible. Write them up and send them in.

## NRLDA CONVENTION

Don't forget that the National Retail Lumber Dealers Assn. Convention will be under way in Philadelphia's Convention Hall Nov. 4-7. For those who are close enough to run over there for a day, the last day will be devoted to the homebuilding industry. If it's anything like last year's convention, it will be well worth a day or two of any builder's time.

## UNCLE SAM AGAIN

On Oct. 31, you must file the form showing taxes withheld from your employees for the third quarter of the year, and pay Uncle Sam the amount due.

## In November, ideas from the field

November will be another issue of building ideas in AMERICAN BUILDER. More specifically, we're going to show you how builders all over the country are figuring the 1958 market from the point of view of design, planning, price range, and the features that so often mean the difference between a sale and an empty house.

In the last analysis, you'll have to make up your own mind about what house to build in the 1958 market. Your knowledge of your area and your record of past performance are your best guarantees of success. All over the country, though, other builders are also making their educated guesses, and our November issue will represent a consensus of opinion as to what will sell best next year.

You might look at it this way: the best builders in the country are offering their opinion on what is the best house they can build in their area, and you're going to be allowed to listen in.

## Something we dug up

While we were covering the story on Bob Schmitt for this issue, we came across something that was so interesting we're going to disrupt our schedule to run it next month. Schmitt, a medium-volume builder in the 50-house a year class, owns something like \$60,000 worth of his own earth-moving equipment, and swears that in the long run it saves him money. The story will be in the November Land-Planning Section.

## Deadline, deadline, DEADLINE

October 21 is the absolutely, unbendingly final date for your entry in the AMERICAN BUILDER Best Model Home Contest, so please, get busy on it right now. Contest rules on page 103. And don't put it off on the grounds that your house is too "ordinary" for a contest. This is not an architectural contest, not a contest for the cheapest or the most expensive or the most anything house. We're looking for houses that make the most sense in today's market. If yours does that (and if it didn't you'd be out of business) it has as good a chance as any.



Buyers shop for this valuable extra...

## New "Berylstone" Vinyl Flooring by Gold Seal®

For tract units or custom jobs, you'll sell faster with new Berylstone® paving the way. Beautiful for bedrooms. Practical for kitchens. Wherever you use it, this new vinyl makes a terrific impression. "Berylstone" is different...smart! This Gold Seal® Nairon® Standard plastic is a rugged vinyl, too. Its pattern goes deep down, so it keeps its new look for ages. An exclusive Gold Seal finishing process gives "Berylstone" a unique surface gloss and smoothness that's especially easy to maintain. And there's no lining felt needed. "Berylstone"—both tile and yard goods—has its own under-cushion for added quiet and comfort. And it fully meets FHA Title I requirements. See "Berylstone" today!



FOR HOME, BUSINESS, INSTITUTIONS: BY-THE-YARD AND TILES—INLAID LINOLEUM • NAIRON® PLASTICS • VINYLBEST® TILE • CORK TILE • RUBBER TILE • ASPHALT TILE  
PRINTED FLOOR AND WALL COVERINGS—CONGOLEUM® AND CONGOWALL® • RUGS AND BROADLOOM—LOOMWEVE® \*TRADEMARK SATISFACTION GUARANTEED OR YOUR MONEY BACK



FOR THE LOOK THAT'S YEARS AHEAD

**Gold Seal®**  
FLOORS AND WALLS

© 1967 Congoleum-Nairn Inc., Kearny, N. J.

**SPECIFICATIONS:** May be installed directly on above-grade floors of wood, concrete, or ceramic tile—including those with radiant heating. Available in 6 ft. wide yard goods and 9"x9" tile. Tile may also be installed on-grade.

# National BIG 4 HANGER and Braced Rail

Regardless of the weather—you can keep everything under control with this heavy duty hanger on the job. Built strong and rugged to withstand rough weather—be it rain, snow or high winds. A giant of strength ready to perform a mammoth-sized job in manipulating bulky sliding doors without strain or friction. Easy to install, smooth and efficient in operation.



"BIG 4" HANGER

"BRACED" RAIL



## 56th Anniversary

of NATIONAL is celebrated this month, marking a healthy growth and expansion of our line of builders' hardware. Thanks to the buying confidence of our loyal trade, this fine progress has been made possible.



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